

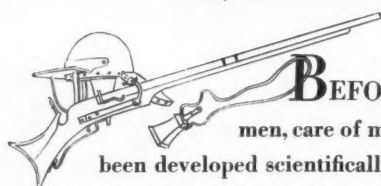
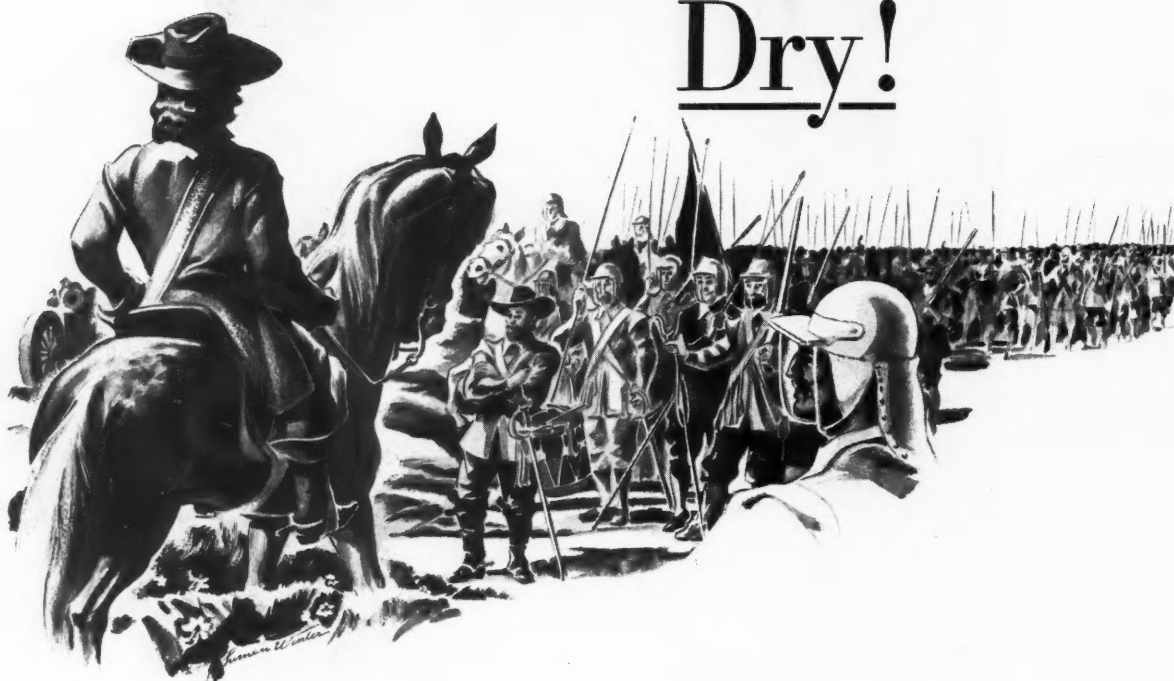
The
Inland Printer
For October



R. V. 110 Oct. 1942 - Mar. 1943

Put Your Trust in God

but Keep
Your Powder
Dry!



BEFORE and since Oliver Cromwell gave this famous advice to his men, care of munitions has been the concern of all fighting men. Paper has been developed scientifically to resist moisture and other threats, and today the packing and handling of shells and other necessities of war has attained a degree of protection never before known. Champion is producing essential war materials . . . pulp for explosives, waterproof wrappings for shells, food containers, blackout and war map paper, and paper substitutes for certain critical materials. Whenever you think of good printing paper, whenever you must have a new paper product created for some special purpose, it will pay you to come to Champion.

*Scrap Your
Scrap*
★



THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio

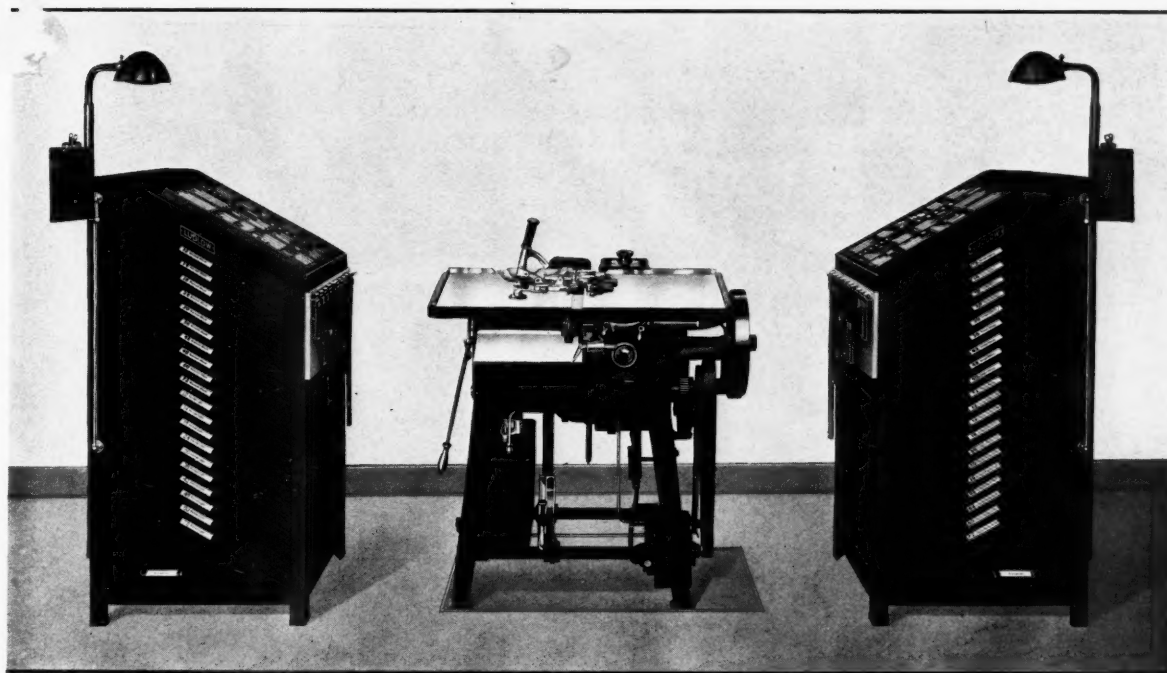
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope
and Tablet Writing . . . 2,000,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK · CHICAGO · PHILADELPHIA · CLEVELAND · BOSTON · ST. LOUIS · CINCINNATI · ATLANTA

Tech.



Ludlow Dependability and Efficiency Have a New Meaning Today!

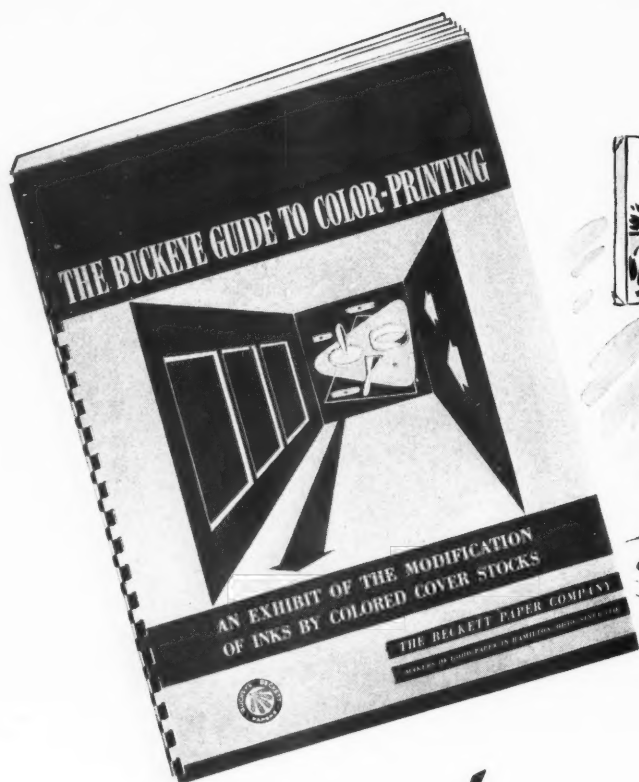
These are times when Ludlow dependability and efficiency of operation mean much more than ever before.

- Users know from experience that their Ludlow machines should keep on producing slug-cast job and display composition almost indefinitely. This requires little mechanical care, although it is now of vital importance that that little be given—regularly. Maintaining Ludlow equipment always in tip-top mechanical condition is the best safeguard of efficient future production.
- Simplicity of mechanism, which largely accounts for the Ludlow's remarkable dependability and comparative freedom from mechanical trouble, is not an accidental characteristic. It is one that has been always in mind in designing Ludlow equipment.
- So simple in operation is the Ludlow system that any competent compositor can quickly learn to produce composition rapidly and efficiently the Ludlow way without extended training. Inherent short-cuts and simplified practice make for top efficiency under all circumstances.
- Ludlow's dependability and efficiency of operation are of special value to printers during these days of restrictions and limitations.

Set in Ludlow Karnak
Black Condensed Italic
& Karnak Intermediate

Ludlow Typograph Company 2032 Clybourn Avenue
Chicago + + Illinois

When Writing These Advertisers, Please Mention THE INLAND PRINTER



And now...

The Buckeye Guide to Color Printing

When a New York printer was introduced to a Beckett officer at a great advertising show, why did he say, "I have always wanted to meet somebody from your company so that I could tell him that I think you have done more for the printing industry than any other mill in the country."

Let's look back a little. Underlying everything, of course, is the superior and sustained quality of Buckeye and Beckett papers and their moderate price.

In promoting our papers we have always borne in mind our dependence on the printing and advertising industries, and we have tried to reciprocate by giving them lasting and useful conveniences and aids. Among the more notable of these we mention:

Buckeye Cover, the father of an industry; The Beckett

Specimen Box, first of its kind; The Principles and Practice of Direct Advertising, first book on the subject; The Buckeye Service Book, first dummy service; The Buckeye Book of Direct Advertising, called "The Bible of the Industry"; The Beckett Color Finder, 40,000 in use; The twenty-four Buckeye Inks, a true simplification; An At-cost Electro Service, creating much color printing; The Best Merchant Distribution in America; Two Books of Travel, with special appeal to the trade; and now:

THE BUCKEYE GUIDE TO COLOR PRINTING
THE BECKETT GUIDE TO COLOR PRINTING

Both are indispensable to the printing and advertising office. We shall be glad to send them to you at the nominal charge of fifty cents if you will write for them.

THE BECKETT PAPER COMPANY MAKERS OF GOOD PAPER IN HAMILTON, OHIO, SINCE 1848



Awarded
September 11, 1942

SOME REASONS WHY

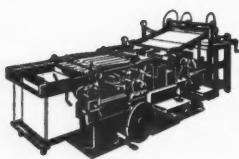
1. All contracts completed ahead of schedule.
2. Eighteen months of manufacture and not one unit rejected.
3. Production now 500% higher than fifteen months ago.
4. Plant operates 100% on war work, twenty-four hours per day, seven days per week.
5. Employees work eight hours per day, seven days per week, one "relief" day every five weeks.
6. Price of product as much as 33⅓% lower than other manufacturers.



Miller Printing Machinery Co.
Pittsburgh, Pennsylvania



21 to 22% of employee payroll goes to the purchase of U. S. War Savings Bonds and Income Tax Certificates.



Miller "return parts policy" established January 1, 1942, assures equitable distribution of replacement parts and maintenance of all Miller machines as long as humanly possible.



Hundreds upon hundreds of tons of scrap metal have been contributed by the printing industry under the Miller Plan since the beginning of this year—to the advantage of the war effort, the industry and the individual printer.

*Miller Printing Machinery Co.
Pittsburgh, Pennsylvania*

A new flag flies at Hammermill



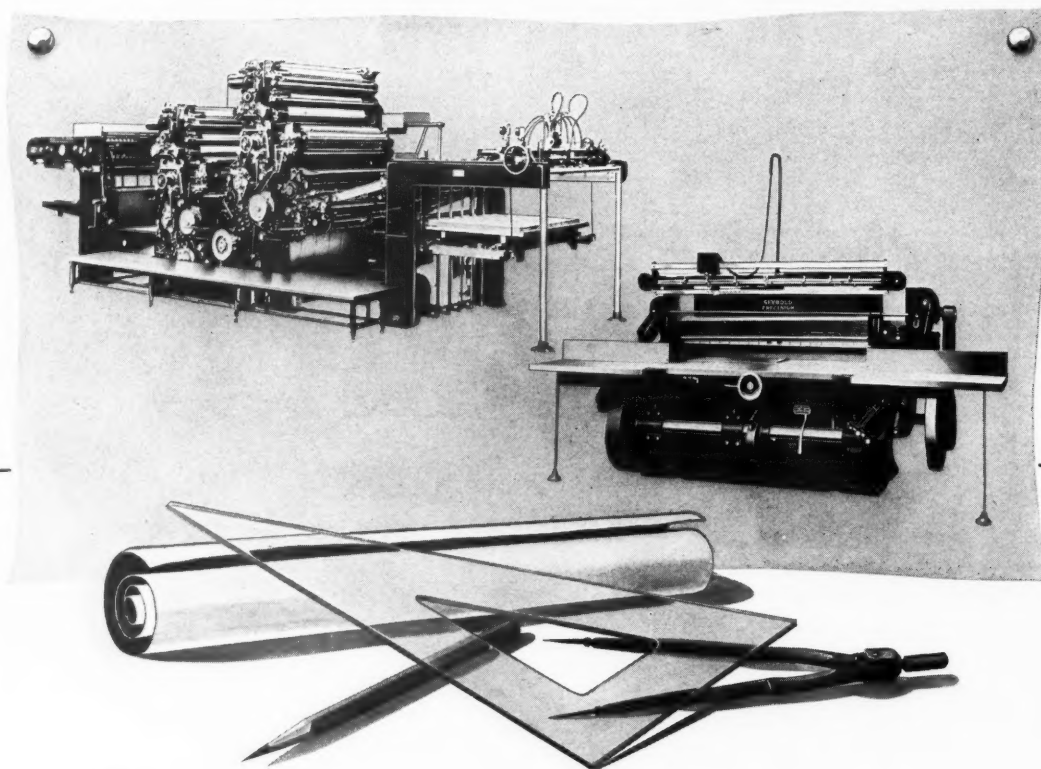
"Every man and woman at Hammermill is honored that our company has earned the coveted Army-Navy Production Award. Honored that our 'know-how' in making and delivering paper is helping America in its war

effort. Each of us is pledged to look upon the 'E' badge that we wear and the 'E' flag that we fly not only as a reward for the past but as a challenge and an inspiration for even greater efforts in the future."

Hammermill Paper Co. Erie, Pennsylvania

ENGINEERED BY THE SAME CODE OF

Precision Craftsmanship



The greatest advancement in the mechanics surrounding the printed word has taken place during the past twenty-five years. During this time our Engineering organization has established a continuous record of improvement, attaining finally in the production of both printing press and bindery equipment that realization of *precision* which is the highest honor in

craftsmanship and the greatest merit in performance. One code of constructive engineering thought governs all HARRIS-SEYBOLD-POTTER COMPANY products. Right now our entire production facilities are engaged in war work. But after victory we shall return stronger than ever to pick up the suspended task of regular service to the printers of America and of the world.

HARRIS • SEYBOLD • POTTER • COMPANY

HARRIS DIVISION

CLEVELAND, OHIO

MANUFACTURERS OF OFFSET LITHOGRAPHIC • LETTERPRESS
AND GRAVURE PRINTING MACHINERY

SEYBOLD DIVISION

DAYTON, OHIO

MANUFACTURERS OF PAPER CUTTERS AND TRIMMERS • KNIFE
GRINDERS • DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS



SHATTERING ALL TRADITIONS

● The sensational speed with which America's combined Automotive Industry is producing materials of war is one of the outstanding Industrial Achievements in the World's History.

Up to July, America had called on our Automotive Plants to turn out some 14 billion dollars worth of war materials . . . including three-fourths of all scheduled

air-craft engines, more than one-third of all machine guns, two-fifths of all tanks, half the Diesel engines, 100% of the motorized vehicles and hundreds of other items.

By applying their genius for Mass Production Methods the 986 automotive plants in 31 states are *meeting these stupendous demands . . . and in many plants schedules are being beaten.*

CONSOLIDATED *Coated* PAPERS AT UNCOATED PAPER PRICES

● The development of startling and tradition-shattering methods of *making things faster, better and for less* has long been a habit with American Industry, both in peace and war times. A typical example of such an achievement occurred in 1935 when Consolidated produced enamel coated printing paper so speedily and economically that it could be sold in the low price range of uncoated stocks.

This Consolidated achievement made it possible for Printers, Publishers and Advertisers to use coated paper as extensively as they wished, *obtaining all the advantages of clearer reproductions of engravings and type* without paying premium prices for paper.

The last barrier to High Quality Printing was broken down. No longer was it necessary for anyone to wonder if he could afford coated paper . . . for Consolidated Coated was available at a price no greater . . . *and in many cases less . . .* than that of uncoated stocks.

• • •

Production Gloss Coated . . . Modern Gloss Coated . . . Production Coated E. F. . . . Lakeland Coated . . . these are the four famous Consolidated brands. Made for various purposes, one is almost sure to fit your requirements. Write us for printed samples, or ask your paper merchant or printer how you can save by using Consolidated Coated.

CONSOLIDATED WATER POWER & PAPER COMPANY

MAIN OFFICES
WISCONSIN RAPIDS, WISCONSIN

SALES OFFICES
135 SO. LA SALLE ST., CHICAGO

Four Modern Mills . . . All in Wisconsin



The



CLEVELAND MODEL "DOUBLE-M"

Maximum Right Angle 28 x 44"
Maximum Parallel . 28 x 58"
Minimum Sheet . . . 5 x 7"
Eleven Fold Plates

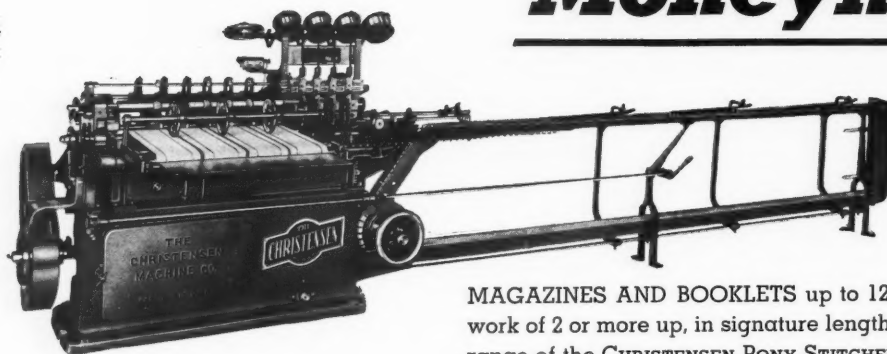
The CLEVELAND "DOUBLE-M" folds:
16 Pages, 3 r. a. up to 11 x 14" page size.
32 Pages, 4 r. a. up to 7 x 11" page size.
2-up Covers or 4-page Inserts up to 11 x 14" page size.
8 Pages 2-up up to 11 x 14" page size.

Folds the same impositions as your Dexter Jobbers.

In addition to this magazine folding, the "DOUBLE-M" makes the hundreds of folds in parallels, right angles, or combinations of right angle and parallel folds used for direct mail, booklet, map, and other types of folding.

High Speed — 50% faster than the old Model "B"

Money-making

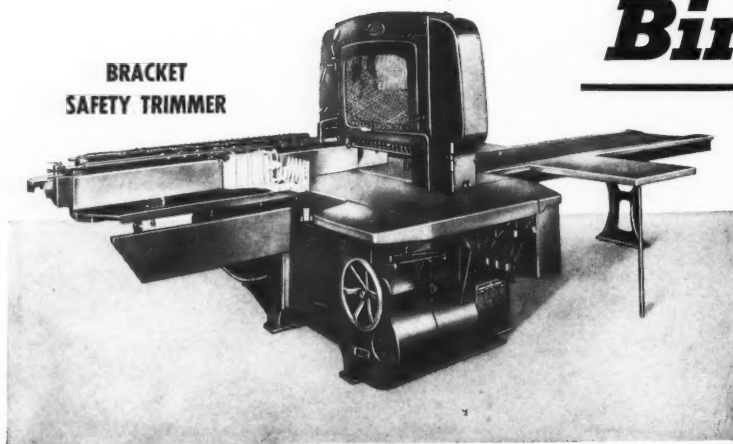


**CHRISTENSEN MULTIPLE
HEAD GATHERING
AND STITCHING MACHINE**

MAGAZINES AND BOOKLETS up to 12 x 18" page size, and gang work of 2 or more up, in signature lengths up to 27" come within the range of the CHRISTENSEN PONY STITCHER. Drives two, three, or four stitches at each operation at speeds up to 9,000 operations per hour. Easily keeps up with folder output.

Bindery Trio

**BRACKET
SAFETY TRIMMER**



MAGAZINES printed one-up and trimmed three sides, gang work stitched two or more up, cutting and trimming of flat work, label cutting, and similar work, all can be performed at unusually high production, and with the greatest uniformity and accuracy on the BRACKET TRIMMER. Banding and wrapping done at the machine reduces stock handling and trucking.

These three high production machines in your bindery will do your work conveniently, economically, and at highest speeds. Ask for literature on any one or all three. Deliveries, of course, are subject to wartime restrictions.

DEXTER FOLDER COMPANY
Pearl River, New York

New York • Chicago • Cleveland
Philadelphia • Boston • Atlanta
San Francisco • Los Angeles • Seattle



Companion Papers

INTERNATIONAL Mimeo SCRIPT

Ideal for mimeo work

INTERNATIONAL DUPLICATOR

More copies, clear reproduction, in gelatin or spirit process.

BEE SWING MANIFOLD

Strong, light-weight, water-marked manifold paper.

ADIRONDACK LEDGER

Economical, strong, water-marked ledger sheet; for accounting and records.

SPRINGHILL

Tag—Index—Bristol

WAR production greatly depends upon paper! All war material must be **PLANNED**, specified, scheduled, routed and recorded—on paper. For all printed factory and office forms . . . use **ADIRONDACK BOND**, an outstanding economical, watermarked 100% sulphite bond paper that can "take it," printed, typed or written. Stock sizes and weights, in white and six colors, are available from your nearest merchant.

ADIRONDACK BOND

A Product of

INTERNATIONAL PAPER CO.

220 EAST 42ND ST.



NEW YORK, N.Y.

PAPERS FOR PRINTING AND CONVERTING

THOUGHTFUL PLANNING IS A SERVICE TO THE NATION



Rising

INTRALACE

What does Rising Intralace have that makes it so tremendously popular with buyers, printers and users of direct mail? First, there is its delicately grained surface, source of its unusual beauty. Then, there is its faultless printability, typical of all Rising papers. But, most of all, there is the added zest that Intralace gives to printed advertising.

Put Rising Intralace in back of your next sales message, and your sales will stay in front of the competition.

RISING PAPER COMPANY

Housatonic • Massachusetts



This is number four of a new series of advertisements appearing in —

NEWS WEEK — NATION'S BUSINESS — U. S.
NEWS — BUSINESS WEEK — PRINTER'S INK —
ADVERTISING AGE — SALES MANAGEMENT
INDUSTRIAL MARKETING — PAPER PROGRESS
and PRINTING TRADE PAPERS

Four-color reprints of this advertisement are available without charge,
or electros at cost, on application to Kimberly-Clark Corporation.



Why do they advertise
when they have nothing to sell?

Owners of brand names with aggregate value of billions of dollars have enlisted their entire productive ability in the national war effort. But, although they now have nothing to sell to the general public, many continue to advertise. Why?

Business history clearly shows that a blackout of a brand name can be far more disastrous to a business than a bombing of a plant. . . It is a well-known fact that markets lost through failure to advertise are next to impossible to regain. So, to assure post-war prosperity for their businesses, and recognizing their responsibility to take part in

preserving our national economy, farsighted managements allow no blackout of their brand names.

☆ ☆ ☆ ☆

There are many ways to keep *your* product's name alive. A few suggestions are listed in the panel on this page. For some businesses a mailing at regular intervals of only a few thousand folders based on any of these subjects will suffice to maintain business identity, for others, publication advertising is required. Whichever the case, *let there be no blackout of your good name.*

KIMBERLY-CLARK CORPORATION • Neenah, Wisconsin

Manufacturers • Established 1872

NEW YORK: 122 E. 42nd St. • CHICAGO: 8 S. Michigan Ave. • LOS ANGELES: 510 W. 6th St.

TO KEEP IN BUSINESS KEEP YOUR IDENTITY!

Make Contacts with Paper and Ink

Promote sale of Government bonds and stamps.

Promote national unity.

Tell about your war work.

Tell about prospective improvement of your line.

Tell reasons for scarcity of your merchandise.

Advertise products you can supply.

Discourage hoarding of your products.

Tell how to conserve your products.

Trufect*

For Highest-Quality Printing

Kimfect*

Competition to Trufect at lower cost

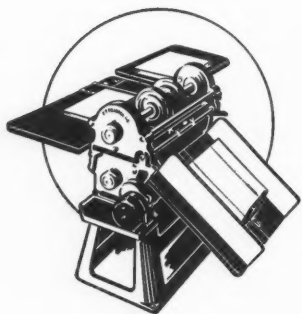
Multifect*

For volume printing at a price

Pamphlet PAPER

*TRADE MARK

For Items Not Advertised, See Annual "Readers' Service Guide," January, Pages 9-12

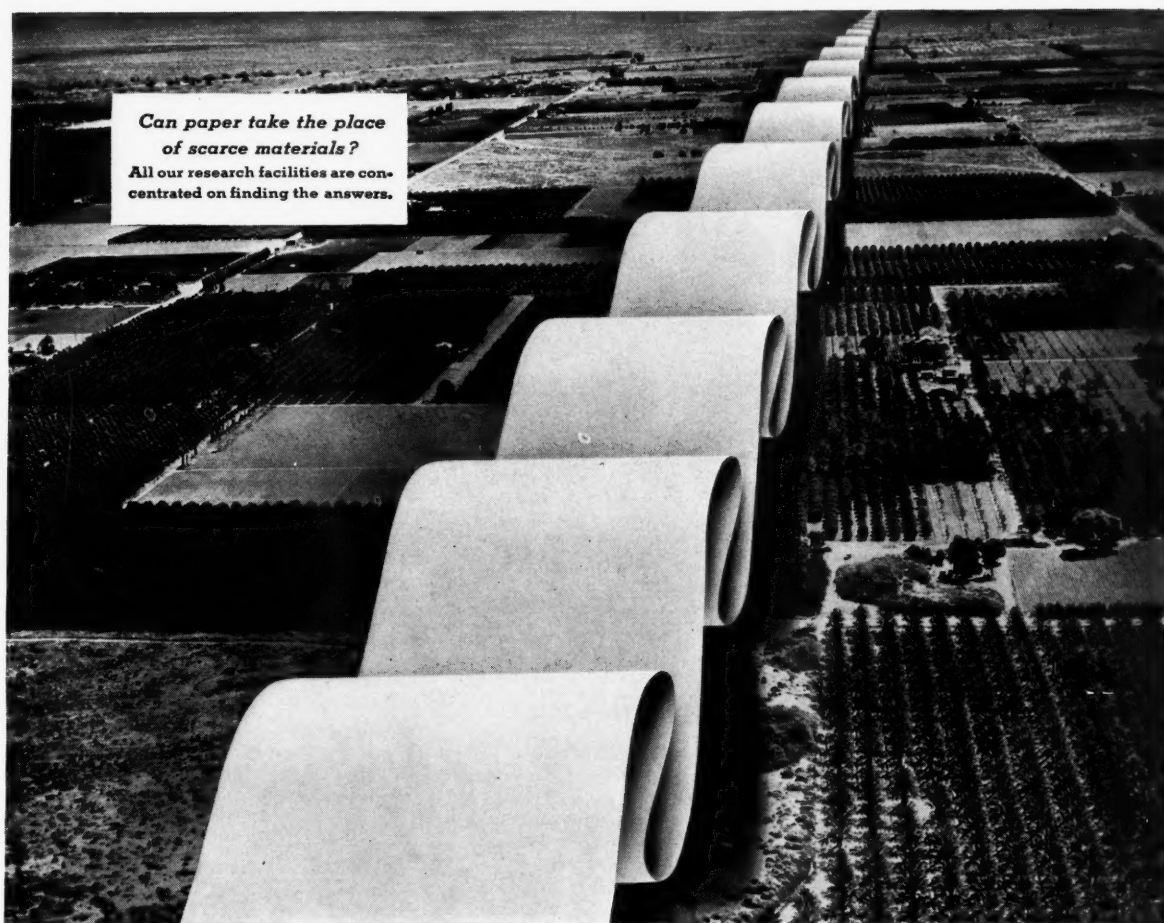


*So far as may be
consistent with the part
assigned to us in the War
Program, we are continuing
to supply our customers with
essential parts to keep their
Rosback equipment in oper-
ating condition. For your
own protection, because of
shortages of critical mate-
rials, we urge you to con-
serve the equipment you
now have—clean and oil it
regularly, use it carefully,
replace worn parts promptly.
Ask your Rosback dealer for
his advice and suggestions.*

**Buy
U. S. War Bonds
and Stamps**

E. P. ROSBACK COMPANY, Benton Harbor, Mich.

*World's Largest Manufacturers of Perforators,
Stitchers and Paper Punching and Drilling Machinery*



*Can paper take the place
of scarce materials?*

All our research facilities are concentrated on finding the answers.

You learn a lot about Paper making a thousand miles of it a day

● Maybe it's lucky that making good paper isn't easy.

For the challenge keeps your mind restless. It keeps you digging into the whole subject of materials and processes, piling up information which goes far beyond the job in hand.

At least that has been our experience, in the course of turning out a thousand miles of paper a day.

And it occurs to us that we must have, tucked away, a lot of information and experience which can be useful to many people who never thought much about paper before.

Perhaps you are one of those people.

Perhaps you are faced, because of war shortages, with the necessity of finding something to take the place of metal — or plastics — or rubber — and finding it quick.

In that case, let's talk things over.

We are concentrating all our research in paper and pulp on the problem of finding replacements for scarce materials, and we'd like to put our experience against yours and see what happens.

We do not pretend to have all the answers, but we know a lot of surprising things that paper can do if given the chance.

Why not write us a letter and see what can be worked out?

Oxford Paper Company

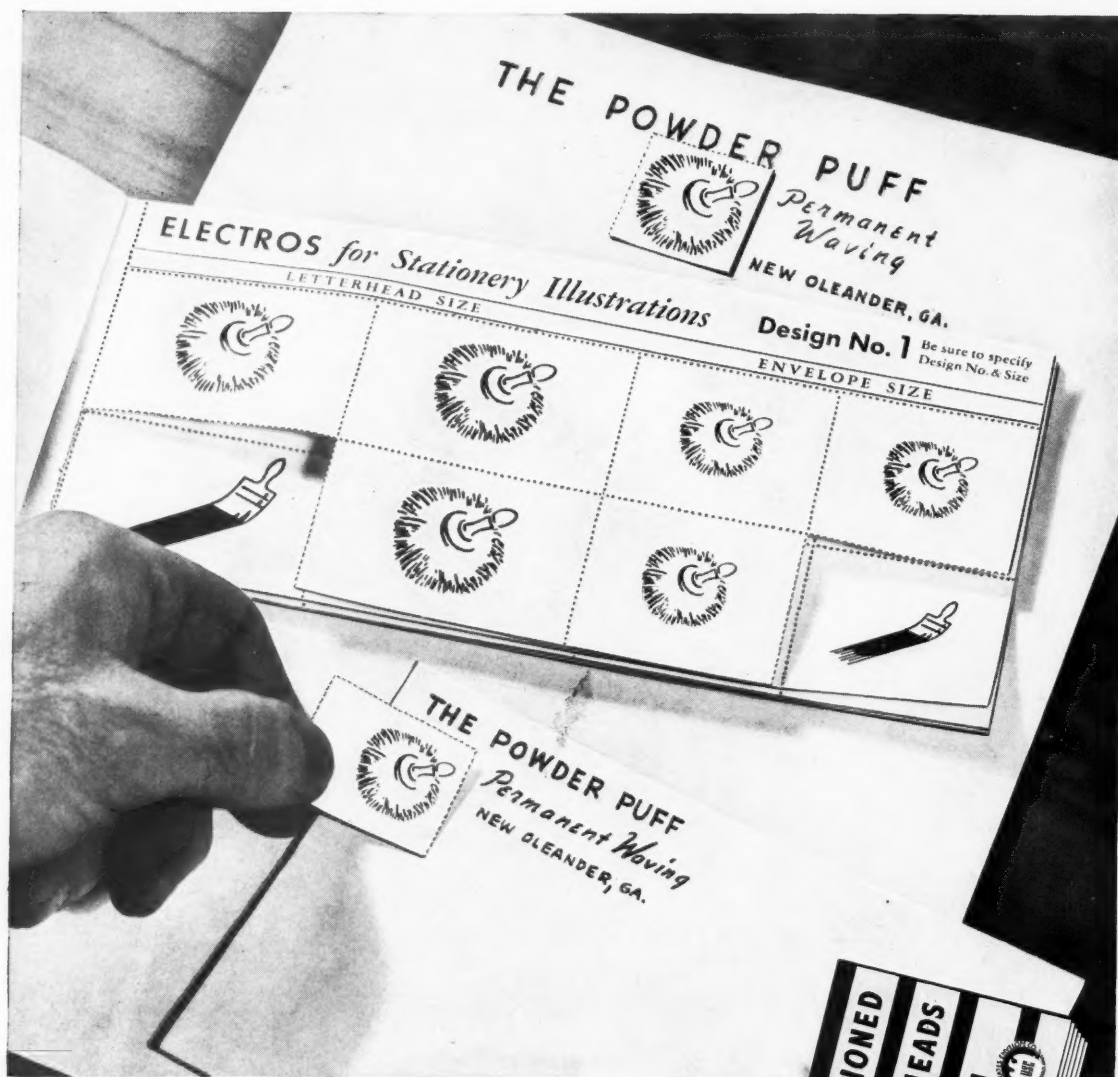
230 Park Avenue, New York, N. Y.
Mills at Rumford, Maine & West Carrollton, Ohio

Western Sales Office:
35 E. Wacker Drive, Chicago, Illinois



Please Mention THE INLAND PRINTER When Writing to Advertisers

SOLD—BY THE LOCAL PRINTER



He's using the new and enlarged U. S. E. Ration Book of Unrationed Ideas for letterheads and corner card design. It has a novel coupon feature that gives you scores of stock *Idea Cuts* in 2 sizes and four colors. Use this book to get new and profitable business within walking distance of your shop. Ask your paper merchant for a copy free. He also has the famous *guaranteed* U. S. E. Envelopes, ready for quick delivery.

UNITED STATES ENVELOPE COMPANY
Springfield, Massachusetts
12 Manufacturing Divisions 5 Sales-Service Offices

U.S.E envelopes 

ENVELOPES — ESSENTIAL COURIERS IN WAR AND PEACE





Help when you need it...

a practical, workable, FREE plan for securing letterhead business on a *profitable* basis . . . a plan so comprehensive it *actually* does the majority of your selling for you! It's all plotted in a colorful 24-page book that's *yours for the asking* . . . just fill out and mail that convenient coupon *now!*

RAG-CONTENT



THE LETTERHEAD CLINIC
Whiting-Plover Paper Company,
2 Whiting Road, Stevens Point, Wisconsin

Send your FREE book, "Why You Should Use the Letterhead Clinic", by return mail to:

Name _____

Position _____

IMPORTANT: This offer is restricted to printers in the U. S. A. only and coupon must be attached to your COMPANY letterhead.

HERE IS A PROVED OPPORTUNITY FOR REGAINING LOST VOLUME

SELL SALESBOOKS—FORMS STOCK & SPECIAL PRINTED

Is your advertising revenue down? Are you being forced to reduce your sales force? Are your costs going up as your volume goes down? Are you, as are most newspapers and specialty printers, looking for something to counteract this condition?

Many have found the answer to these questions in the Carbonized Paper Company's plan, offering printed business necessities for recording the transactions of the greatest boom in business history.

MADE UNDER YOUR IMPRINT — SHIPPED UNDER YOUR LABEL

Sell quality business necessities such as salesbooks, manifold products, guest checks, coupon books, sales tickets, continuous forms and carbonized forms—in fact, this line begins where your plant stops.

These products are manufactured, imprinted with your name and shipped under your individual label.

GREATER DISCOUNTS BEST DELIVERY DATE

This new set-up allows greater-than-usual discounts, and offers an additional monthly volume discount. Meet all legitimate competition with standard prices which pay regulation salesman's commissions, and make sure an excellent profit and constant repeat business.

Without investment—without added overhead—without additional help, you can get in this permanent year-around business, in which a volume of \$2500 per month within the remarkably short time of one year, is not uncommon.

The business-systems and forms sold in your city are rightfully your business provided you are in a position to take care of it. Are you selling it? If not, write today for our complete plan.

SINCE 1889



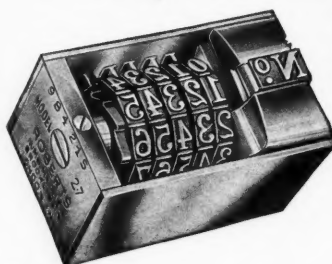
DETAILS
ON REQUEST
ABOUT
DEALERSHIP
ARRANGE-
MENT

CARBONIZED PAPER CO.

LINCOLN, NEBRASKA

MANUFACTURERS FOR THE WHOLESALE TRADE

PRINTERS! *Numbered Work is Easy and Profitable*



When You Use
ROBERTS
Typographic
Numbering
Machines

—Because

1. The investment required for new Roberts machines is small.
2. Machine life is long because plunger drives actuating pawl swing directly—thus eliminating lost motion and minimizing wear.
3. These machines are available at the low prices shown below.

Model 27 — 5-Wheel \$12. **40%** — \$7.20 each
Less net

Model 28 — 6-Wheel \$14. **40%** — \$8.40 each
Less net

Extra Benefits: 1. Roman or Gothic style figures. 2. Forward or Backward action. 3. Additional Quantity Discounts. 4. Trade-in allowances.

Roberts Numbering Machine Co.
694-710 Jamaica Ave., Brooklyn, New York

Use this ingenious means of
scrapping old printing machinery
in the nation's interest...



FOR FULL DETAILS, WRITE
MILLER PRINTING MACHINERY CO.
PITTSBURGH, PA.

"AM I UP TO DATE TYPOGRAPHICALLY?"

"The wise printer will use the coming year to replace his older matrices and types and install more modern faces—and thereby accomplish a double purpose: he will perform a patriotic service by scrapping his old type and matrices (war calls for scrap metals are now most urgent), and he will put himself in a better position to secure new business now and after the war. Make no mistake about it, the well-equipped, modern plant will make the best showing in the strenuous years ahead.

New Faces Will Build Business

"There are also manifold economic advantages in moving ready-made fonts from the manufacturers' shelves into every-day use by the printer. Well-dressed printing is more resultful than printing done from worn type, showing 'feathers,' broken letters, etc.—and the more resultful printing is, the more of it will be sold. Manufacturers' inventories will be reduced, putting them in better position to serve the industry when the emergency is over. Many printers will find that junking numerous old faces will enable them to purchase more modern series and, possibly, conserve some space.

"Newness, snap, class, modern equipment and efficiency, ideas presented with a freshness and clarity that wins attention—these are things that have made America step ahead and of which we can all be proud. Typographically speaking, the question for the printer to ask himself is: 'Am I up-to-date?'"

(Excerpt from "PRINTING" Magazine)

LANSTON MONOTYPE MACHINE COMPANY

MONOTYPE BUILDING, TWENTY-FOURTH AND LOCUST STREETS, PHILADELPHIA, PENNA.

SIMPLIFY THE PRODUCTION OF TRANSPARENT IMPRESSIONS

Vandercook Transparent Impressions eliminate the camera in the conversion of letter-press forms for offset printing.

The Vandercook Dusting-Viewing-Cleaning Cabinet is a convenient, compact cabinet for checking transparencies before and after dusting and cleaning.

The Vandercook Dusting-Viewing-Cleaning Cabinet is essential equipment for the economical and fast production of transparencies. A circular giving details of use will be sent upon request.

*Built in 1941. All Vandercook facilities now engaged with War Production.



\$165.00

F. O. B. CHICAGO

Vandercook Dusting-Viewing-Cleaning Cabinets, and No. 4T and No. 219T Vandercook Proving Machines, designed for making transparencies, are available from stock.*

VANDERCOOK

PROOF PRESSES - BLOCK LEVELLERS - HACKER GAUGES

VANDERCOOK & SONS, Main Office and Plant, 900 N. Kilpatrick Ave., Chicago, Ill.
Eastern Branch: 216 East 45th St., New York Canada: Sears Limited, Toronto

MEAD
papers

NATIONALLY-DISTRIBUTED

ALA.: Partin Paper Co.; Sloan Paper Co.
ARIZ.: Blake, Moffitt & Towne; Zellerbach.
ARK.: Roach Paper Co.
CAL.: Blake, Moffitt & Towne; General Paper Co.; Zellerbach.
COLO.: Dixon & Co.
CONN.: Rourke-Eno Paper Co.; Arnold-Roberts; John Carter & Co.; Green & Low; Henry Lindenmeyr & Sons; Storrs & Bement Co.; Whitney-Anderson.
D. of C.: R. P. Andrews; Barton, Duer & Koch; Stanford.
FLA.: Capital Paper Co.; Central Paper Co.; Everglade Paper Co.; Jacksonville Paper Co.; Tampa Paper Co.
GA.: Atlantic Paper Co.; Graham Paper Co.; Macon Paper Co.; Sloan Paper Co.
IDA.: Blake, Moffitt & Towne; Zellerbach.
ILL.: Berkshire Paper Co.; Birmingham & Prosser; Blunden-Lyon Paper Co.; Chicago Paper Co.; Dwight Bros. Paper Co.; LaSalle Paper Co.; Marquette Paper Corp.; Messinger Paper Co.; Midland Paper Co.; Swigart Paper Co.; James White.
IND.: Central Ohio; Century Paper Co.; C. P. Lesh; Crescent Paper Co.
IOWA.: Carpenter Paper Co.
KAN.: Central-Topeka.
KY.: Louisville Paper Co.
LA.: Alco Paper Co.
ME.: Arnold-Roberts; C. H. Robinson.
MD.: Antietam Paper Co.; Barton, Duer & Koch; Baxter Paper Co.; O. F. H. Warner & Co.
MASS.: Arnold-Roberts; Butler-Dearden; Carter, Rice & Co.; John Carter & Co.; Century Paper Co.; Cook-Vivian; Mill Brand Papers, Inc.; Paper House of N. E.; Storrs & Bement Co.; Percy D. Wells; Whitney-Anderson.
MICH.: Beecher, Peck & Lewis; Birmingham & Prosser; Carpenter Paper Co.; Grand Rapids Paper Co.; Seaman-Patrick; Union Paper & Twine.
MINN.: John Boshart; General Paper Corp.; Stilwell-Minneapolis Paper Co.; E. J. Stilwell.
MO.: Acme Paper Co.; Central States Paper Co.; K. C. Paper House; Tobey Fine Papers, Inc.; Weber Paper Co.; Zellerbach.
MONT.: Carpenter Paper Co.
NEB.: Carpenter Paper Co.; Western Newspaper Union; Western Paper Co.
N. J.: Bulkley, Dunton & Co.; Lathrop Paper Co.; J. E. Linde; Henry Lindenmeyr & Sons.
NEW YORK CITY: H. P. Andrews; Beekman Paper & Card Co.; Bulkley, Dunton & Co.; Canfield Paper Co.; Forest Paper Co.; Green & Low; Lathrop Paper Co.; J. E. Linde; Henry Lindenmeyr & Sons; Marquardt & Co.; Merriam Paper Co.; Miller & Wright; A. W. Pohlman; Reinhold Card & Paper Co.; Schlosser Paper Corp.; Vernon Bros. & Co.; Walker-Gouldard-Plehn; Willmann Paper Co.
NEW YORK: Fine Papers Inc.; Franklin-Cowan; J. & F. B. Garrett; W. H. Smith; Union Paper & Twine.
N.C.: Dillard Paper Co.
OHIO: Ailing & Cory Co.; Central Ohio; Chatfield Paper Corp.; Cincinnati Cordage; Cleveland Paper Co.; Diem & Wing; The Johnston Paper Co.; Ohio & Michigan Paper Co.; Scioto Paper Co.; Union Paper & Twine Co.
OKLA.: Carpenter Paper Co.; Tulsa Paper Co.
ORE.: Carter, Rice & Co.; Fraser Paper Co.; Zellerbach.
PA.: Ailing & Cory Co.; Chatfield & Woods; A. Hartung & Co.; Johnston, Keffer & Trout; Thos. W. Price Co.; Raymond & McNutt Co.; G. A. Rinn; Schuykill Paper Co.; Whiting-Patterson Co.; Wilcox-Walter-Furlong; H. A. Whiteman & Co.
R. I.: Arnold-Roberts Co.; John Carter & Co.; Narragansett Paper Co.
S. C.: Dillard Paper Co.
TENN.: Bond-Sanders Paper Co.; Clements Paper Co.
TEX.: L. S. Bosworth Co., Inc.; Carpenter Paper Co.; C. & G. Paper House; Clappitt Paper Co.; Graham Paper Co.
UTAH: Carpenter Paper Co.; Zellerbach.
VA.: Old Dominion Paper Co.; Cauthorne Paper Co.; Richmond Paper Co.; Roanoke Paper Co.; B. W. Wilson.
WASH.: Blake, Moffitt & Towne; Carter, Rice & Co.; Tacoma Paper & Stationery Co.; Zellerbach.
WIS.: Bouer Paper Co.; Wisconsin Paper & Products Co.; Woelz Bros.

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BRANCHES IN PRINCIPAL CITIES



W. C. HAMILTON & SONS
MIQUON, PENNSYLVANIA



Enter the Victory Sweepstakes Today!

Speed... more speed... more and more speed. America must produce fast to win!

War is a supreme test for industry. There are priorities, shortages, bottlenecks, rationings. But American ingenuity finds a way around when it can't get through... American resourcefulness plugs the gaps in production... and American advertising keeps industry in condition for the competition ahead.

As "Paper Makers to America," this corporation has entered Mead, Dill & Collins, and Wheelwright

papers in the Victory Sweepstakes... has kept them in condition with all the vast resources at its command... has accepted advertising as the driving power that will keep them from being superseded as the public's choice.

Fine printing surfaces are immediately available for all who want to back their businesses with the promotional literature so vital today... and Mead merchants from coast to coast stand ready and informed to accept your entries in the Victory Sweepstakes.

Offering a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond, Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White, Printflex, Canterbury Text, and De & Se Tints.



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THE MEAD SALES COMPANY
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WHEELWRIGHT PAPERS, INC.

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Philadelphia
Dayton

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Now ready—a Demonstration Portfolio of MEAD BOND, "The Bond of American Business." Write for this graphic demonstration of America's finest fibre-blended bond.

To Each in



It is a privilege to be an American citizen, a privilege to live in a free, rich and happy country such as the United States of America. In return for this privilege, every American owes it to his country to serve, when need arises, in whatever capacity he can without thought of personal interest or advantage. This is as true of corporations as it is of individuals.

Not all men or companies can serve equally. Responsibility in war seeks out the man just as it does in peace. To each, in the measure of his ability, responsibility is given.

With its known resources for precision machine manufacture, the Miehle Company

Official U. S. Navy Photograph

the Measure of His Ability

was assigned to arms production long before Pearl Harbor. In fact, it is one of the first fourteen companies to be awarded the Navy "E" for "outstanding performance in the production of naval ordnance matériel." Today, Miehle is working almost 100% for the successful prosecution of the War.

That means of course there will be no more new Miehle printing presses available to the Graphic Arts until the war is over. It means that printers must make their present Miehle presses do for the duration. And to that end we will do everything in our power to be helpful.



We know our printer friends are having their troubles and we have no ingenious schemes to offer as a solution; however, we will maintain our staff of machinists in the field and repair parts services to the best of our ability as long as we are permitted to do so . . . to help you keep your present Miehle equipment at its present productive mark. But the main thing is to **WIN THIS WAR.**

We know you will agree that all other considerations must stand aside. For without victory, we cannot return to the peace and prosperity which make all our individual dreams possible.

MIEHLE PRINTING PRESS & MFG. CO., Chicago, Illinois

We'll Be Seeing You

BUT NOT QUITE SO OFTEN

★ We know that you want to cooperate in every way toward the saving of gasoline and tires. This same spirit of patriotism prevails in OUR organization also. All of us must do everything in our power to further the war effort of our country.

As you know, it has been our custom during the past years to have one of our representatives visit you at least twice each year. We would like to continue this practice, but if we do we might be using gas and tires essential to the war effort. Anyway it is impossible for us to buy enough gasoline and tires to enable our men to do their usual amount of travel.

Our men will call just as often as possible, but because they must use trains and buses and other forms of public transportation, they will not see you as often as they have in the past.

Should you have roller trouble or any special roller problem please do not hesitate to advise, and one of our representatives will visit you just as soon as possible.

Bingham Brothers Company



ROLLER
MAKERS

406 Pearl Street.....New York
521 Cherry Street...Philadelphia, Pennsylvania
980 Hudson Avenue.....Rochester, New York
131 Colvin Street.....Baltimore, Maryland

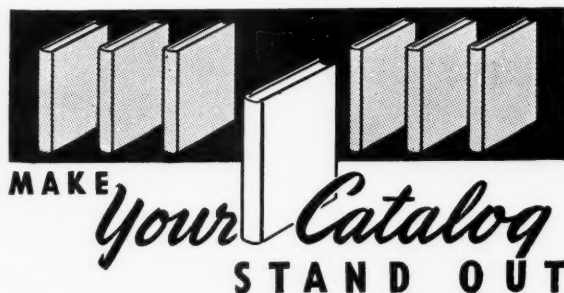
Service Representatives

Ed Barrett	Bob Harrison	Andy McQueen
Bill Brittingham	Jim Huddleston	Joe Nagle
Ken Butler	Harry Jones	Ed Nestick
Dan Crane	Bill McLellan	Floyd Slaughter
Ben Gates	Al Miller	Harry Stille
Fred Gay	Paul McHugh	Ed Tonge

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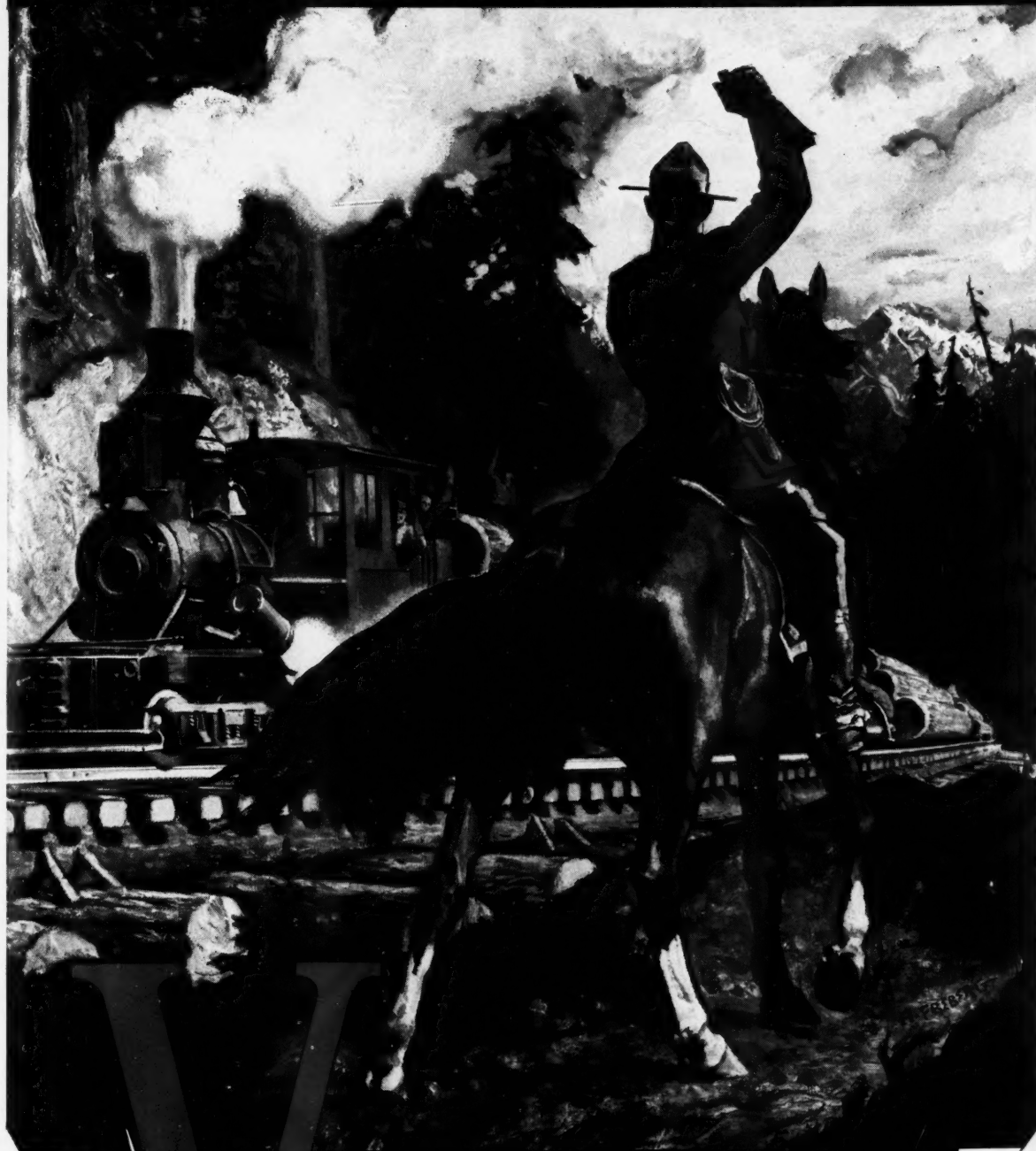


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V

ICTORY War Quality PAPERS
are serving on two fronts—at home and abroad

Northwest's printing and utility papers are available to you for essential commercial use even though much of our production is destined for military purposes. To "keep the home fires burning" is a vital part of sensible advertising promotion. Plan wisely and use printing in its many forms, to instruct, to inform, and to serve other ends for ultimate victory.

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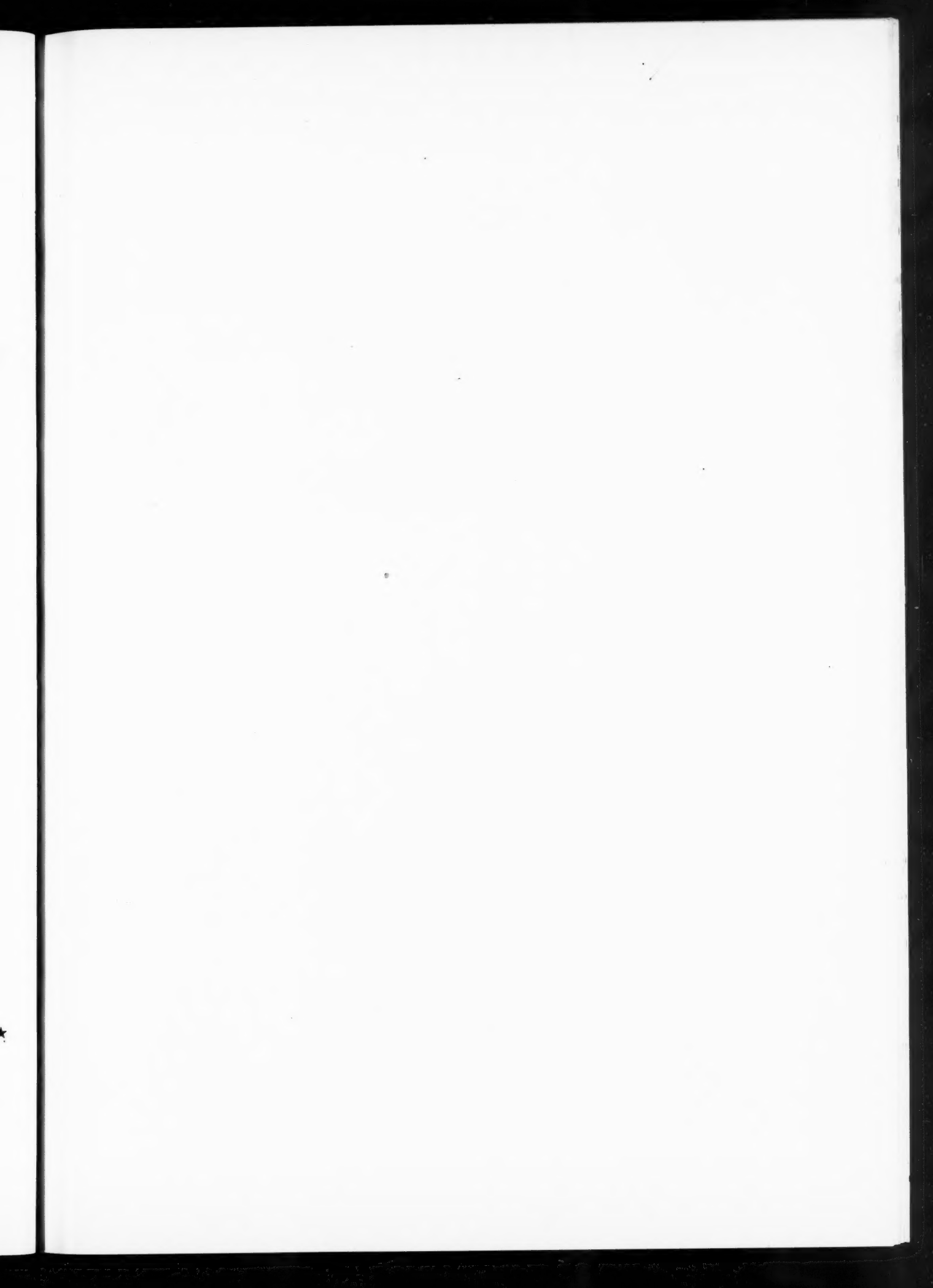
Copyright, 1942, By The Northwest Paper Company

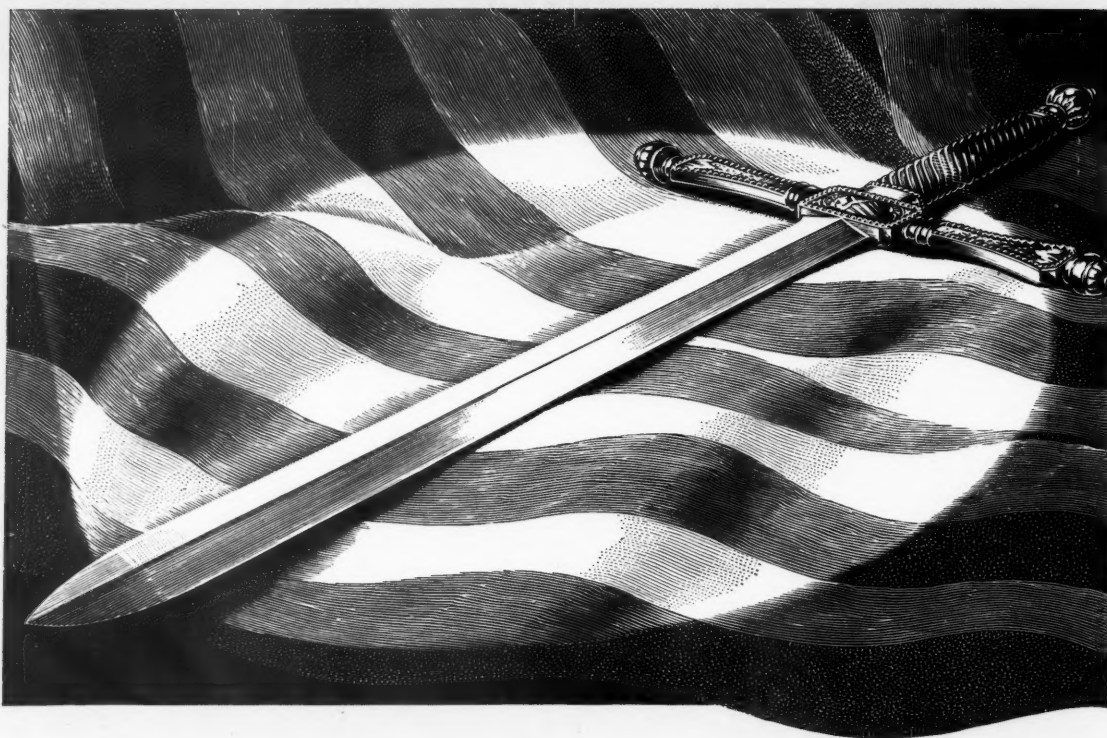
From the official notification sent to President J. T. Mackey: "The high practical patriotism of the men and women of the Mergenthaler Linotype Company is inspiring and heartening. Their record will be difficult to surpass, yet the Army and Navy have every confidence that it was made only to be broken!"

Toward the continuous flow of fighting equipment—meeting ever increasing Government demands; toward the continuing needs of Printing and Publishing to carry on with operating conditions that must inevitably become more difficult; for the fighting fronts both abroad and at home; Linotype's entire resources, its personnel and its experience are gladly committed.



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FREEDOM IS A MIGHTY SWORD

We Americans can rightly be proud of the fact that we are a peace-loving people. That our aim as a nation is to strive to improve human welfare, with freedom and justice for all. ★ Such a people is always slow to anger, tolerant, and patient. But when patience is exhausted, a peace-loving people can turn its peace-time skills into weapons of fierce and righteous wrath. ★ There is only one way such a nation could be enslaved. That would be through propaganda that misleads; through lack of knowledge, and of truth. America's greatest strength is... *freedom of the printed word*...to give the people *truth*, truth that builds freedom of thought, and of word, and of vision. ★ This great Freedom tempers the steel out of which a nation and a people can forge mighty swords.

No. 1 of a series of messages on the Freedom of the Press, by INTERTYPE Corporation. Set in Egmont.

The Inland Printer

The leading business and technical journal of the world in the printing and allied industries.
Published monthly by TradePress Publishing Corporation, Chicago. ★ J. L. Frazier, Editor

OCTOBER 1942

Price Regulation for Printers

● **PULL UP A CHAIR**, and let's find out just what makes this new price regulation for printers tick. The Office of Price Administration has been good enough to give us a special regulation for the industry, and it is up to us to see that the ceiling works.

First, let us see which printers are to be governed by the price ceiling. You fellows who did a gross business of less than \$20,000 in 1941 can go back over in the corner and finish that pinochle game, because the ceiling doesn't apply to you.

Whoa! There are a couple of qualifications to that particular ruling. If you were in business for only part of 1941, you are governed by the ceilings no matter how small your volume of business was. If you were in business for six months of 1941, and your business amounted to \$5,000, let us say, you must obey the price regulation until such time as you have been in business for a full calendar year.

Then, let us say, after you have been in business for the entire year of 1942, your gross sales of printed "papers" and printed paper products and services in connection therewith amount to \$15,000. Under the conditions of the present regulation, you could then disregard the price ceilings.

Always Check With O.P.A.

But the safest thing to do under those circumstances would be to get in touch with your nearest regional O.P.A. office between now and January 1, 1943, telling them that your gross for this entire year would be less than \$20,000, and asking them for a specific ruling in your case.

One other class of printers could conceivably be exempt from the

price ceiling, no matter what the value of its products. This would be the printer who prints *nothing* but items which have been exempted from price control. The only joker here is that when I say "nothing," I mean just that in the very strictest sense of the word.

For instance, if your gross business was made up (in 1941) of \$19,500 in advertising and other exempted items, and \$500 in commercial printings such as letterheads, statements, and envelopes, you would be required to abide by the provisions of the ceiling, even though the great majority of your items were exempted.

Okay, now we know which of you are affected by the ceiling prices. Now, just which *commodities and services* are exempt, and which are subject to price control?

Two amendments to Price Regulation No. 225 provide that the regulation shall not apply to any sale or delivery of the following commodities, or services of publishing, printing, typesetting, platemaking, binding, or related services in connection with them: books, magazines, periodicals, newspapers, pamphlets, leaflets, stamp albums, sheet music, music rolls, maps, charts, catalogs, directories, programs, house-organs, menus, adver-

tising matter printed on paper (except such articles as containers, labels, and book matches, the form of which serves a purpose other than that of advertising), time tables, tariffs, and price lists.

The amendments also say that the exemption *shall not be extended* to any item in the specific list in Appendix A to Maximum Price

★ ★ *The price situation having cleared to such an extent the O.P.A. can issue a ruling to cover the printing industry, we rush the details to you*

By Harold R. Wallace

Regulation No. 225, which follows. In other words, the following items form the basis for price control in the printing industry.

Bound blank books, including but not limited to:

General books of account, such as bill books, cash books, cash sales books, check or voucher registers, columnar books, combination books, day books, figuring books, journals, ledgers, note records, records, and trial balance books.

Books of account or record for specific uses, such as bank forms, bond and mortgage records, business records, club registers, collection books, corporate records, counter books, delivery books, due ledgers, engineers' field books, garage registers, guest and hotel registers,

● The signed articles published in *The Inland Printer* reflect the opinions of the authors and not necessarily the viewpoint of the editor and the publisher.

index books, insurance registers, investment and income records, law record books, merchandise stock books, milkmen's account books, notarial records, order registers, payroll books, receiving clerks' books of record, rent collection books, roll books, sales records, scale books, shipping records, social security books, tally books, time books, tourist registers, used car records, and wage rate books.

Columnar pads, such as accounting pads and analysis pads.

Business Blanks Covered

Detachable forms, such as bill heads, bills of lading, business blanks, check books, correspondence books, draft books, invoice books, note books, order books, package receipt books, parcel post records, purchase order books, receipt books, remittance books, rent receipt books, sales books, statements, trade acceptances, and warrants.

Memorandum books, such as appointment books, date books, diaries, memo books, pass books, telephone-address books, telephone call pads, and travelers' expense books.

Scrap book type books, such as autograph books, match-book albums, photograph albums, post-card albums, and record albums.

Books for personal use, such as baby books, brides' books, budget books, family expense books, graduation books, household books of expense, pocket wallets for stamps, recipe, service, stamp approval, trip, and wedding books.

Miscellaneous blank books, such as bookkeeping blanks, composition books, letter copying books, note books, perforated scratch pads, students' and stenographers' notebooks.

Loose-leaf Supplies

Loose-leaf binders and covers, including but not limited to: Chain binders, compression binders, ledger binders, magazine type, single and multi-blade binders, prong binders, ring binders, screw, post and screw-post binders and covers, storage and transfer binders, binders and covers with fastening devices other than above, spring binders, sheet and chart holders, clip binders.

Plain and faint-ruled fillers and printed commercial forms, produced for use in any of the loose-leaf binders or covers above specified.

Indexes, indexing systems, index tabs, and blank division sheets for

indexing purposes, to supplement any of the loose-leaf binders and covers listed above.

Greeting cards and related products, as follows: Greeting cards, decorated tags, enclosures, printed gift wrapping papers, gift money holders, mottoes, printed decorative paper ribbons and tapes, seals, social calendars, souvenir post cards.

Stationery Has Ceiling

Printed and engraved social stationery, as follows: Imprinted papeteries, engraved papeteries, book plates, calling cards, wedding invitations and announcements, birth and death announcements, all other social announcements.

Tablets, pads, and related products, as follows: Composition books, drawing papers, exercise books, graph papers, plain and faint-ruled loose-leaf fillers, memorandum books, music books (blank), music papers (blank), notebooks, pads, quadrille pads and papers, ruled papers, second sheets, stenographers' notebooks, tablets, typewriter papers.

Commercial supplies, as follows: Bonds, certificates, commercial calendars (except separate bases made of materials other than paper and paperboard), commercial forms, commercial letterheads, coupons, checks, and tickets (except pin tickets and marking machine tickets), currency, file folders and dividers, guide cards, index cards, labels, package wraps, and bands, legal forms and contracts, ruled legal papers, blotters.

Ceiling Also Covers Services

In addition to the specific commodities listed above, the regulation also applies price control to the services of publishing, printing, typesetting, platemaking, binding, and related services in connection with the listed commodities.

So much for the specific items. Now, suppose you have an item in mind which rarely comes into your office, and you are in doubt whether it is or is not subject to price control. First read carefully the list of specific items above, and if the commodity in question is not on the list, and you are still in doubt, inquire of the nearest O.P.A. office.

With this inquiry, send a full description of the article in question, including a complete listing of the specifications, processes, and other

characteristics of the commodity or service, or of the various grades of commodities or services.

The regulation provides different pricing methods for each of two groups. The first of these groups is for persons rendering services and making *original sales* (usually printers, publishers, and the like). The second of these groups is persons making *resales* (usually wholesalers and retailers).

An original sale is the sale of a commodity by a person who has created or substantially changed the form of the commodity.

This Means Printers

In other words, it would describe almost any sale by a publisher, printer, typesetter, or other person performing a productive operation including sales by such persons to ultimate consumers.

A "resale" would then be a sale by a person, other than the creator of a commodity, who receives delivery of a commodity and resells it, without substantially changing its form. Inasmuch as the persons of this class determine their ceiling prices just as they did under the General Maximum Price Regulation, we will not go into the methods of pricing used by them at this time.

The paragraphs in the regulation which cover the methods of determining maximum prices are so important that it would be well to reprint all of them. Here they are:

Maximum prices for commodities and services; general provisions. Except as otherwise provided in this maximum price regulation, the seller's maximum price for any commodity or service for which maximum prices are established by this regulation shall be the "highest price charged by the seller during March, 1942," as defined in 1347.472, paragraph 6 of regulation.

(a) For the same commodity or service; or

(b) If no charge was made for the same commodity or service, for the "similar commodity or service" most nearly like it.

Prices on New Items

Maximum prices for services and for "original sales" of commodities, which cannot be priced under the method above. The seller's maximum price for a service or for an "original sale" of a commodity which cannot be priced under

Highlights of the **NEW PRICE REGULATION FOR PRINTERS**

(Regulation No. 225, which became effective September 29, 1942)

- 1** All printers whose total business for 1941 was less than \$20,000 are exempted from the price regulation.
- 2** In general the regulation exempts products whose primary value depends on their editorial content or ideas or information expressed therein. Such products as books, magazines, and advertising matter are in this class.
- 3** The regulation lists 175 items which are subject to price control. In general, these are items, the value of which is in their use, the class including such items as letterheads and contract blanks.
- 4** Those who are subject to the control of the regulation must charge prices no higher than the highest prices they charged for the same commodity or service during March, 1942.
- 5** If a printer is called upon to produce an item for which he has no pricing basis in past performance, his ceiling price is to be established in accordance with his customary method of computing prices on the basis of cost and materials, production charges, and margin of profit.
- 6** If you have been including sales taxes in your prices, you must continue to do so, except that any new taxes imposed in the future may be charged separately.
- 7** There is no objection to selling for less than properly determined price ceilings to meet competition. However, losses incurred by selling below cost cannot be recovered by increasing other prices above your proper maximum price ceiling.
- 8** You must preserve the records relating to the prices which you charged for products and services during March, 1942. These records must be preserved for two years, for examination by the O.P.A. at any time.
- 9** You must prepare a statement of the highest prices you charged or "offered" during March, together with a description of the products, and all customary allowances, discounts, and other price differentials. This statement must be available in your office on and after October 29 for examination by a representative of the O.P.A.
- 10** Printers whose gross sales in 1941 were \$50,000 or more, must file a report with the O.P.A. in Washington on or before November 28. This report must show all hourly and piece rates for machine and hand operations, and all percentage and piece rates for margins, with a statement of pricing methods and discounts used in determining prices in March. Each new price in the future must likewise be filed with the O.P.A.
- 11** Applications for adjustment of ceiling prices must be made to the O.P.A., and must show that a printer's price is abnormally low as compared with competitors' prices, and that this low price subjects him to substantial hardship.

1347.452 of this maximum price regulation shall be established in accordance with the seller's customary methods of computing prices on the basis of cost of materials, production charges, and margins. Such maximum price shall be a combination of the items below.

Based on Costs

(a) *Cost of materials.* An item for the actual "delivered" net cost to the seller of the materials used in producing the commodity or supplying the service: *Provided*, that in no event shall such cost exceed the maximum price, for purchase of the materials by the seller, established by the Office of Price Administration. If during March, 1942, the seller used, or, if in making such sale, would have used a method of averaging or otherwise computing his material costs, he shall continue such method in employing this pricing provision.

(b) *Production charges.* An item for charges for hand and machine operations which shall employ the same hourly and piece rates used by such seller in determining the selling price of the most nearly "comparable commodity or service" sold or supplied or offered for sale or supply by him during March, 1942. The same standards of production and the same methods or principles of applying production charges shall be employed as were employed during March.

You Can't Substitute Operations

Charges for a different type of operation employed in producing any product or service (for example, hand rather than machine operation) shall not be substituted for customary production charges as a means of increasing the price of the product or the service. No hourly or piece rate, other than a lower rate for an identical operation, shall be employed which was not used by the seller in March, 1942, until it has been filed with the Office of Price Administration in Washington, D. C., in the manner provided in 1347.463 of this maximum price regulation. Such new hourly or piece rate shall be a rate which the seller would have used in March, 1942, and shall be in line with the seller's schedule of production charges actually employed during March.

(c) *Margin.* An item for a margin over the cost of materials and

production charges, computed on the same percentage basis, or on the same rate a unit of material, or on a combination thereof and by the same method as the seller employed in pricing the most nearly comparable commodity or service sold, supplied, or offered for sale or supply during March, 1942, to a "purchaser of the same class" as defined in 1347.472, paragraph 13, of regulation.

Margins Included in Hourly Rates

If during March the seller employed the practice of including his charges for margin in his hourly and piece rates for hand and machine operations, he shall continue such practice in pricing any commodity or service under this section, and in such a case the seller shall make no duplicate calculation for margin under this paragraph (c).

No new rate for margin, other than a lower rate for the sale of a comparable commodity or service to a purchaser of the same class, shall be employed which was not used by the seller in March, 1942, until it has been filed with the Office of Price Administration in Washington, D. C., in the manner provided in 1347.463 of this maximum price regulation. Such new rate for margin shall be a rate which the seller would have used in March, and shall be in line with the seller's schedule of rates for margin actually employed during March.

(d) No seller shall change his customary allowances, discounts, or other price differentials unless such change results in a lower price.

(e) No seller shall require any purchaser, and no purchaser shall be permitted, to pay a larger proportion of transportation costs incurred in the delivery or in the supply of any commodity or service, than the seller required purchasers of the same class to pay during March, 1942, on deliveries or supplies of comparable types of commodities or services.

Formula for Future Prices

Similar commodities or services subsequently sold. Any maximum price determined under the above paragraphs shall be subject to adjustment in writing at any time by the Office of Price Administration. In the absence of such adjustment, the maximum price so determined shall be the maximum price for all commodities and all services subse-

quently sold or supplied which are the same as or similar to the commodity or service for which a maximum price has been so determined, without regard to changes in cost.

Maximum price for commodities and services which cannot be priced under the foregoing provisions of this regulation. Where a maximum price is sought for a commodity or a service which cannot be priced under the foregoing provisions of this maximum price regulation, the maximum price for the commodity or service shall be a price approved by the Office of Price Administration. Application for such approval shall be filed in duplicate with the O.P.A. in Washington, D. C.

Details for Application

The application shall contain: (a) An appropriate description and identification of the commodity or service for which a price is being requested; (b) A statement of the reasons why it cannot be priced except under this paragraph; (c) A statement of the proposed maximum price.

Unless the Office of Price Administration or an authorized representative thereof shall, by letter mailed to the applicant within twenty-one days from the date of filing the application, disapprove the maximum price as reported, such price shall be deemed to have been approved, subject to non-retroactive written disapproval or adjustment at any later time by the Office of Price Administration.

What About Taxes?

You will want to know about the status of federal and state sales taxes. In general, if you have been including such taxes in your price, you must continue to include them in your maximum price. If you have customarily listed such taxes separately, you may collect such taxes in addition to the maximum price.

You must preserve for examination by the O.P.A. for a period of two years, all your existing records relating to the prices you charged on commodities and services delivered or supplied during March, 1942, as well as "offering prices" for items which you did not sell.

On or before October 29, 1942, you must prepare a statement showing, to the full extent of available records, the highest prices which you charged for such of those commodi-

ties or services as you delivered during March, 1942, as well as offering prices, together with an appropriate description or identification of each such commodity or service; and all your customary allowances, discounts, and other price differentials.

Persons supplying a service or making an original sale of a commodity shall keep this statement for examination by an authorized representative of the O.P.A.

Necessary Reports

You must file a report of hourly and piece rates for hand and machine operations and all percentage and piece rates for margins, and any combination thereof, together with a statement of "pricing methods" and customary allowances, discounts, and other price differentials employed by you during March, 1942, in determining the selling prices of any such commodities delivered and services supplied or offered for delivery or supply by you during that period. Such report shall be filed with the O.P.A. in Washington, D. C., *on or before November 28, 1942.*

You must report hourly and piece rates and rates for margin, not used by you in March, 1942, but subsequently proposed to be employed. Such report must be filed with the O.P.A. in Washington, prior to the employment of such rates.

These reports are necessary only from persons engaged primarily in printing and publishing, whose volume of business for the entire year of 1941 was more than \$50,000.

If it has been customary for you to give customers sales slips or other types of receipts, you must continue to do so. No matter what your practice has been, if a customer asks for a receipt, you must give him one.

You can apply for adjustment of a ceiling price at any field office of the O.P.A.

O.P.A. Offices Glad to Help

We have had space here to cover only the more important points of the regulation. You will run into many questions as the months go by. The O.P.A. has issued a list of sixty questions and answers which should take care of almost any question you will run into. This list, along with the regulation itself and the two amendments can be obtained by writing to your regional O.P.A. office.

Printing Industry Must Regulate Self or Be Regulated by W.P.B. ★ E. W. Palmer Tells

Des Moines Craftsmen We Are Facing Serious Shortages of Paper and Other Materials

IN A SPEECH given before the Des Moines Club of Printing House Craftsmen, E. W. Palmer, deputy chief, Printing and Publishing Branch, War Production Board, stated that the printing industry must expect many restrictions and difficulties before the war is won. Portions of his speech, given before a dinner meeting at Des Moines, Iowa, on September 16, follow.

Time and again it has been stated that the printing and publishing sector of the industrial fabric of the nation has, up to now, hardly felt the hand of war necessity. True, but not so from now on out. The diagnosis of the master surgeon has determined that blood, the life blood from many arteries of industry, must now be given in one supreme transfusion, to assure the certainty of feeding the huge and vital organ of war production with the life-giving and renewing stamina of critical materials and of manpower.

Is the Industry Essential?

Frequently, the question is asked of us in Washington, "is the printing and publishing industry rated as an essential industry?" Our answer is uniformly the same: "yes, the printing and publishing industry is an essential civilian industry"; but what happens to even essential civilian industry during an all-out struggle that means life or death to the entire nation and to every industry in that nation? The answer is quite simple and equally understandable; all industry, and particularly all civilian industry that cannot be readily converted to direct war effort, must stand whatever curtailments of materials, of manpower, and of end-product production that are necessary to provide the essential elements of war production so vital to victory.

Up to now, and from now on until victory is assured, America's biggest problem is to provide the huge ton-nages of those materials required for

the tremendous production program of war material, and it is in this supply that the printing industry has such a vital stake. In rapid succession, aluminum, copper, nickel, tin, manganese, zinc, iron, steel, tungsten, chromite, and other metals have reached critical stages, and the printing ink industry, because it, too, is heavily dependent upon these same metals for subsistence, has come to feel the restraining hand of necessity placed upon the nation's stock-piles of these ingredients.

Paper is Bottleneck

The major life-line of the printing and publishing industry is paper. In 1941, America consumed over 20 million tons of fiber in the form of paper and paper boards.

• This speech has caused a great deal of controversy in the paper industry. Mr. Palmer said that we must cut back our consumption of paper to the 1940 level. Paper manufacturers say that the law of supply and demand has taken care of this little detail.

A plan for closing some plants and concentrating all paper production in the remaining ones is being considered. Such a plan is now in effect in England.

That was almost exactly 3 million tons more than we consumed in 1940, and 4 million tons more than the consumption of 1939; in 1929 our consumption was 13½ million tons in round figures. Of this huge consumption of fiber, drawn largely from the virgin forests of the nation, in 1941, a little under 7½ million tons went into cultural uses, nearly 4 million tons appeared in news-print (of which some 82 per cent was drawn from Canada), writing paper accounted for 720,000 tons, book paper (free from ground-wood sheets used for all forms of

magazine, book, and miscellaneous printing) required 2 million tons, while groundwood stocks made up the remaining 628,000 tons.

The nearly 13 million tons of the remaining consumption went into wrapping and bag, tissue, absorbent, building, and other papers, and into boards.

Now appear the war needs, and the first real impact on this industry, of other factors incidental to the war program here and in Canada. A very considerable increase in the demand for nitrating pulps, the so-called 'alpha pulps,' has resulted from the steadily advancing need for explosives; the top third of every hemlock tree now goes to the airplane plants, the second third is needed for building cantonments, ships, and other war essentials. Just within the past few weeks, Canada has shut off 50 per cent of the logs that formerly came over the border in the Puget Sound area.

Draft Saps Manpower

The incessant drag of the selective service on the virile manpower in the logging camps, plus the urge of the shipyards and munitions plants with their higher wage scales, has made a serious inroad upon the manpower available in the woods for turning out timber, lumber, and pulpwood. And the end is not yet in sight; right at this moment there is an urgent demand for 60,000 additional men in the states of Oregon and Washington alone, to man the augmented facilities of the shipyards, airplane plants, and munitions producers. Where are these men to come from? From only one source—from the ranks of civilian industry, and the nearer to the area in which they are needed the better. Here we have the first real coming-to-grips with the problem of concentration in industry that America has had to face in an industry upon which the printing industry must depend for its life-line of paper and board.

The current estimates of required manpower for war purposes in 1942 (less than four months to go) are:
For the armed forces.... 3.4 million
For additional war work, 10.6 million

—
Total 14.0 million
These 14 millions of manpower are expected to come from:
Non-war industry 8.6 million
Agriculture4 million
Self-employed3 million
Unemployed 1.4 million
Net increase in labor force 3.3 million

—
Total 14.0 million
And in 1943 there is an additional requirement of 6 million, of which the armed forces will take 3.5 million, and the war industries will require 2.5 million.

War Industries Vital

The answer is fairly obvious; no matter how essential a civilian industry may appear, the war industries are not only far more essential—they are vital to the preservation of *all* industry—without sufficient manpower in the war industries to assure a great abundance, and that abundance amply early, there will need be little concern for the future of the civilian industries that must be curtailed to provide the necessary manpower.

The Printing and Publishing Branch has caused a complete survey to be made of the entire industry, in every state and in most of the larger communities of the nation, to determine the locations of establishments of this industry, their proximity to the currently critical manpower shortage areas, and the number of such establishments and their employed personnel, together with such unemployment statistics as are available.

This Information Not Solution

Such information will be helpful as this industry faces the inevitable problem of concentration, but it will not solve the problem. Assuming that this industry, in the over all picture, develops a curtailment of manpower as the natural result of lowered production, there will still remain the formidable problem of obtaining paper as the basic ingredient in the production of the printed product, regardless of the type and nature of the product; and if concentration and curtailment

forces itself on the pulp and paper industry *first*, as it appears now quite evident, the *first* and incontrovertible impulse will be instituted without action on the part of the industry to suffer as a result.

It isn't a pleasant prospect, but candor requires the statement that the printing and publishing industry is face-up to the necessity for curtailing its consumption of paper and board, and of effecting that curtailment right soon. The Printing and Publishing Branch, facing the problem squarely, is convinced that the industry can stand today a curtailment in its paper and board tonnage back to the levels of 1940 or even of 1939. A drop back from 20 million tons, as consumed in 1941, to the 17 million tons of 1940, or of the 16 million tons of 1939, should be possible and practicable with little or no resultant hardship to the industry as a whole. Such a curtailment should, naturally, and from the standpoint of practicality, be imposed on an over all basis, horizontally, with a careful weeding-out of the obviously luxury or specialty products, that are desirable but not actually necessary during a strenuous war period, *first*.

Good Men in Charge

No group of War Production Board officials appreciates more adequately than do those in the Branch representing this industry in Washington, the serious difficulty of any attempted weeding-out of the actually non-essential printed products; these men have been drawn from the industry itself, and they are keenly conscious of all the implications involved in such a procedure; but theirs is the duty and you may depend upon it being done, when and if it must be accomplished, in a thoroughly fair and unbiased manner, to the best result for the immediate war program. British periodicals are currently on an allocation of 19½ per cent of 1939 paper consumption, if that situation offers any idea of what a drastic curtailment might mean.

All Can Help Now

Every publisher and printer, regardless of the type of publication or product involved, *can* and *should* start immediately to plan and institute the utmost conservation and curtailment in the consumption of paper and of the many other mate-

rials employed by this industry in the production of its endless variety of products. Already, several of the magazine producers have felt the impeding hand of labor shortage in their own or their producers plants.

Steel is Now a Problem

A few months ago, when aluminum, copper, and tin were the metals causing the greatest concern, hardly a publisher or printer would have guessed that in a very few weeks iron, and especially steel, would loom large in the list of critical materials employed by this industry. Then the shortage of steel with which to draw stitching wire becomes a reality. That shortage is more acute today and is not lessening in intensity. Newspapers with pamphlet supplements and all magazine publishers should institute *at once*, without a moment's delay, every possible study and effort to curtail to the absolute limit every ounce of stitching wire. Many, many a publication is still being bound with four or three, or even two, staples that could in this emergency be stitched with no more than two, and frequently with but one, staples.

Quite recently, a new zinc curtailment order was issued. Unfortunately, this Branch, while it knew that such a move was contemplated, did not receive the opportunity to go over the order before issuance.

Zinc is Critical

This order curtailed use of zinc in this industry to 50 per cent of the 1941 usage; such a drastic curtailment, while absolutely necessary in the light of the wide shortage between available supply and consumption in the war industries, would reduce the use of zinc illustrative material in the newspapers to an impossible minimum. A plan is now in development whereby the industry will return its zinc scrap for redistillation and the entire industry will be credited for the total turned back, and the whole industry be permitted to secure new zinc flats for engraving purposes on virtually 100 per cent of the 1941 consumption basis. It should be announced, however, that zinc scrap should not be "hoarded" by the owners, but turned out into scrap handling channels promptly and each quarter hereafter; no engraver or printer is authorized to buy zinc

scrap and it will add nothing to his own ratio of new zinc flats to attempt to build up his turn-in; the plan is designed to work equitably for all establishments in the industry, based on usage in a previous base period, supplemented by an actual return of an establishment's zinc scrap. Even this "toll" arrangement does not assure a freedom from further "cuts" in the supply line.

End is Not in Sight

The continuing, and increasing, shortage of copper and zinc to meet the requirements of the war industries, forecasts a probable and immediate further curtailment in the consumption of these metals in the engraving industries. Unless there is immediate and generous conservation throughout the industry there can be but one result; the copper and zinc needed for the war industries must be had; therefore, the alternative to self-curtailment can be but one step on the part of the War Production Board—a mandatory order restricting the employment of more than one-color printing on a really drastic basis—it is a serious question today, and it may well be too late to effectuate sufficient curtailment on a voluntary basis to preclude the necessity for a controlling order being issued rather promptly.

Scrap Order Successful

Order M-99, the Obsolete Plate Order, recently issued by this Branch, is producing most salutary results. The enthusiasm and coöperation with which this Order has been accepted by the industry generally is most encouraging; judging by the correspondence indicating the tonnage being released in the industry of those metals most critical in the war effort, the estimates of this Branch as to the gross return anticipated, will need to be revised upward by several multiplications of the original accounts.

This Branch has been importuned on several occasions to express its attitude toward plans for stimulating an increase in the volume of printing. The position of this Branch, as befits an agency of the War Production Board, is abundantly clear. In the face of the impending shortages of manpower, certain essential materials, and probable transportation stringen-


cies, it would be the height of folly to undertake the promulgation of a huge, nation-wide program to "boost" printing sales, merely for the purpose of creating printing. There can be no complaint against the sane and natural promotion of

the simplest forms, may soon be the watchword.

Much more might be said in the vein of conserving critical materials, manpower, electrical energy, transportation, and a hundred other items in the daily grist of printing

THE NEED FOR SCRAP IS URGENT

Start "Scrapping"... Clean up your plant...
Uncle Sam needs your scrap metal NOW!

 Printers, like other business men and householders are being urged to take action with reference to gathering more scrap metals for use in the war effort of the United States and its allies.

The Inland Printer is publicizing the appeal of the American Industries Salvage Committee, 350 Fifth Avenue, New York City, in response to a request to the editor, that all citizens be urged to search diligently for scrap metals and turn them over to junk dealers at once. A six-page bulletin has been issued by the committee on the subject.

"Don't the few pounds of steel I can scrape up look insignificant by comparison with the enormous needs for steel?" is one question asked and answered in the bulletin.

The answer is: "Don't forget that this salvage drive for scrap is nation-wide. You may turn in only 50 or 100 pounds, but add that to the salvage from all the houses on your block, in your town, and from all over the country, and the pounds soon become tons—millions of tons."

The speed with which scrap metal becomes part of the material for ships and tanks is indicated in the bulletin. It requires "only 8 1/2 days from the time your lawnmower entered the steel furnace until the finished steel plates are on the railroad car on its way to the shipyard."

Before our country got into the war—in August, 1941—The Inland Printer urged printers and publishers to go through their plants and scrap old electrotypes, halftones, useless type, and all other metals not needed. It was

argued in the article that the printers might use the proceeds for new machinery and other useful equipment.

Little did the writer of that article at that time know of the tremendous urgency of the need for scrap metal in war time. Now all citizens are supposed to know that the very continuance of operation of steel mills depends upon the constant receipt of scrap metals. We all bewail the fact now that so many millions of tons of scrap were shipped out of the country in years gone by to nations with which we are now at war. In our then innocence we did not realize that those nations would deal treacherously with us. Now our eyes are open, and we know that the very existence of our nation depends upon our winning the war; and winning the war depends upon our getting munitions of war and men to the places of the earth where we are to defeat the enemy; and manufacturing munitions depends upon our getting scrap metals to the places where they make steel. Thus we in our own homes and in printing plants and in other places of business must respond to the urgent appeal of the American Industries Salvage Committee, for scrap, and more scrap, and still more scrap, to help make up the 100,000,000 tons of steel required in this country in one year to meet the requirements of the War Production Board.

The Inland Printer joins the American Industries Salvage Committee in transmitting this appeal—the urgent appeal to the American public.

actually necessary and really essential printing. However, the difficulty inherent to any full-scale, industry-wide attempt to stimulate the production of printed products, is to control the effect of such a program; it is quite easy to lose sight of the ultimate rating of the end-product sold, in the enthusiasm of selling more printing. The current situation with respect to the factors involved leaves no alternative—only essential printing, and probably in

production, but publishers and printers are trained in the useful art of economical production. It remains for me to merely sum up what I have said with the admonition, best given in the vernacular of a slang expression—"we ain't seen nothin' yet"—and to add, in the words of a famous printer, "an ounce of prevention is worth a pound of cure." Paraphrased, it might mean, "do it first, before it is done for you."

Retrieving Printing Sales That Have Been Lost

By CHARLES N. TUNNELL

● SOMETIMES when a printing prospect says "No," he really means "Maybe." Or he may even think he means "No" permanently; but if the right re-approach is made or some little change made in the original presentation, a lot of lost printing sales can be revived and pushed through to a profitable conclusion.

For example, we have printed 15,000 fruit-cake folders as advertising pieces annually for several years for one customer—and supplementing these main folders have been many thousand smaller folders, inserts, mailing pieces, cards, and other printed matter.

For the 1942 season, we thought we had something especially attractive—we drew up a dummy mailing piece and sketched a large fruit-cake on an attractive plate to be printed on a deep blue background. We planned a four-color printing job, even wrote the copy and submitted the idea with our estimate of cost. It seemed like a honey of a job to us—the customer said "No." He said "No" for several reasons. In the first place, the war was on and people might not buy large quantities of fruit-cake for Christmas gift purposes; cost of ingredients was up and hard to get . . . and any way the folder was too big and he didn't like it and the whole job was just off and that was all there was to it.

Quite a blow and we started to charge it off to another customer lost for the duration; then we took a look at that dummy. We tried to analyze our client's business possibilities . . . surely a lot of big industrial firms and business concerns were making more this year than ever before and they would want to give something to their employees, agents, customers, relatives, and friends. "We will make one more approach," was our conclusion.

We didn't change a line in the proposed copy for the folder; but instead of having a large rectangular folder, we simply took the sketch, cut out the large photograph of the fruit-cake to have it in outline without the plate or the back-

ground; tinted in the colors . . . pasted this on a new dummy front and showed it again to the customer who had decided not to use direct mail for the duration. We proposed die-cutting the folders with a realistic cake covering the entire front of the mailing piece. "Just what I need—increase that order by 5,000, for I'll sell more cake this year than ever before," said the man who first said "No."

Sometimes it is not the size of a particular order that means so much; there are other factors involved. For example, the printer who can keep laundry, bakery, dairy, freight line, taxi-cab, ice delivery, or other truck fleet managers supplied with operating and maintenance forms is pretty likely to sell this firm its office forms, letterheads, advertising pieces, and other printed matter.

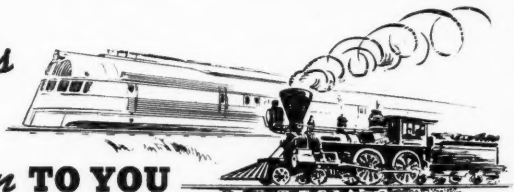
We believe we have helped some firms in reducing truck fleet cost by helping them to install report forms, daily records, work order sheets, and other forms which tell them just what each motor vehicle

is costing and why. But when one large fleet operator said, "No, we don't want any more of those daily report sheets for our drivers. Our boys just check off any of the items on the sheet simply because they have to make some kind of daily report on their truck . . . any way, most systems are so complicated that it takes too much time to keep them up."

We didn't argue with the customer. But we didn't want to lose this small repeat job as it had been the wedge that enabled us to get other larger and more profitable printing jobs. We simply took the customer's comment at face value and drew up another form for a daily report—as simple as this: "My truck is okay except for the following little things. . . ." Although this small printing job of a few pads of these simple forms didn't mean a large sale in itself, it did prove to the customer that we could give him what he wanted . . . so much so that he soon gave us an important job without asking other printers to figure on it.

Price was about to lose one job for us—we didn't care to cut the price to get the job; but as it was for a good mailing piece we hated to see it slipping away. The front of the folder was illustrated and attractive. When we learned that the job was going elsewhere because of

What this Service Can Mean TO YOU



BUSINESS expansion invariably brings changes in the keeping of records . . . adding a new form for inventory control—replacing an obsolete billing form—changing payroll records. Consequently, almost all business systems take on the appearance of a freight train, with a miscellaneous collection of cars added as needed.

Today, however, the trend is toward streamlining—in business as in trains. And, to help streamline YOUR system, we are introducing a new **DRAKE PRESS** division . . . created for the sole purpose of helping simplify your records.

This division will analyze your present forms—study their functions, and make constructive recommendations. Our advice will be entirely unbiased because we are not selling business machines, nor any specific records system. It will be thorough and valuable because it will save you time, labor and money through simplification.

The Drake Press, of Philadelphia, expresses an excellent idea well in this announcement

THE INLAND PRINTER for October, 1942

price, we didn't try to retrieve it by offering a lower price, but we did rough out a dummy similar to the front of the mailing piece, use an odd-size, specially made envelope and cut a circle in the upper left-hand corner of the envelope.

We wrote a note to the prospect and suggested that he have special size envelopes made for the mailing piece he was going to have made; die-cut the envelopes before they were made and printed so that the circle would be on the front of the envelope and permit the prospect to catch a glimpse of the picture on the folder front even before the envelope was opened. The buyer of the printing job evidently liked this little touch, for he called back and told us to start running the job the following week and to order the envelopes made up for him. Price ceased to be the determining factor on this job we had lost when we showed him a little different angle from the ordinary.

It is not every time that a proposed printing job can be salvaged and carried through. But many times when a prospect says he doesn't have any use for the suggested job, or that it is not what he wants, or that the price is too high, it is not a matter of junking the idea and starting over, it simply needs a little twist or a change that may strike the buyer's fancy. It takes time and money working up any idea or suggestion—and once an idea is presented, even though it is refused, it is certainly worth a bit more time and a second trial. Even if it still doesn't sell, you have an idea for later use.

For Patriotic Printing

A new portfolio of samples for patriotic printing has just been issued by Goes Lithographing Company, Chicago. This complete file contains pictures, service flags, civilian defense hangers, honor certificates—everything you need to sell that extra job of patriotic printing to your customers. A series of seven blotters carries pictures of American warplanes, army tanks and guns, types of ships, Army, Navy, and Civilian Defense insignia, and a scoreboard for keeping a count of Japanese ships destroyed by our forces. A set of these samples will be sent to printers requesting them. Write to THE INLAND PRINTER.

THE LABOR SHORTAGE

18 WAYS TO MEET THE PROBLEM

By Lucius S. Flint

ONE OF THE MOST difficult problems of printers today is that of getting and keeping efficient employees. Even women and "draft-proof" men are in demand by war industries, are being offered strong wage and hour inducements. Here are eighteen suggested solutions from western operators:

1. If you're unable to get enough full-time people, try obtaining the services of part-time workers, simply using more of them. Married women and a good many older men retired on small incomes are glad for the chance to work a few hours a day or even full days once or twice a week.

2. Investigate the possibilities in using high-school students afternoons and during vacations. There are some capable, conscientious workers in this group who, because of age and lack of time, are not eligible for war factory jobs. Printers in some localities report that the public schools are now giving specialized technical training and have established placement bureaus for their graduates.

3. Keep in touch with former employees who have gone into war industry. They may want to come back to the printing business but are afraid you wouldn't have them. Such people are usually permanent, because they've learned from actual experience what work they like best.

4. Some employees leave old jobs for war work because they have a mistaken idea that all peace-time business will collapse. To overcome this, impress on your people the fact that the printing business is an essential business, that established firms will long outlast the war. Show your own confidence in the future through continued aggressive merchandising.

5. Dramatize the financial desirability of continuous employment in stable, peace-time industry by

compiling figures showing earnings of workers before, during, and after the last war. Such comparisons, which are easily available in the printer's personal acquaintance, almost invariably reveal that the man who stayed on his regular job made more over a ten-year period than did the man who left to take a war-industry job.

6. Don't hesitate to give old employees substantial salary increases if your earnings justify them. It costs less to pay a little more and keep an experienced worker than to have a constant expense for labor turnover.

7. If you can't support sizable salary increases, then try a bonus system. A small bonus looks better to the worker than does a small salary increase. And sometimes a bonus setup brings surprising results—a financial interest leads the worker to increase sales or effect economies which mean substantially greater earnings for him and for the firm. Make the bonus payable quarterly or annually, to create a long-range inducement for staying.

8. To keep interest alive between periods of bonus payment, hold both sales and operating economy contests. In the latter, small cash prizes are awarded all employees if a certain item of cost—or overhead in general—goes down a specified percentage during a given period.

9. Set up an employee suggestion box and offer a cash award to the depositor of any suggestion to increase sales or cut costs which is adopted.

10. If you're capitalized so this is possible, give old and proven employees a chance to buy small interests in the business.

11. Take pains to praise employees for exceptional performance and back up that praise with a tangible award of some kind—possibly a half-day off or a little gift.

12. Give your people some hope of advancement to better jobs. Perhaps you're planning to expand after the war is over. If so, tell them about it.

13. Make every effort to see that a dependable employee is placed in the type of job he likes best. This may not count as much as the salary but it does count.

14. Treat employees as associates rather than hirelings. Be friendly. Take an interest in their personal problems. Don't try to show your authority. Never complain about minor faults.

15. Never penalize a worker unless it's absolutely necessary. Sev-

Keeping Tab on Customers a Wartime Job of Printing

By F. McVOY

● THE TRANSFER of thousands of people from civil life to war work, creates inevitably a host of problems. But note this carefully.

Printing, if it is of the right kind, can help solve wartime difficulties.

New war plane, shell, tank, and gun factories are built and operated on one-time virgin land. So thousands of people are called up,

keep in touch with those wartime wanderers.

There is an excellent wartime lesson for printers in this direction as well as opportunities for selling printing.

A practical example of what can be done is furnished by the case of one of the most important British men's wear firms which, besides doing a mail-order business, has a number of London and provincial branch shops. This firm was faced with this very problem of war-transferred customers. This is what it did to keep in touch with these customers. Each customer on a large mailing list received a postal card and this was the text:

To our customers,

You will probably like us to keep you in touch with any fresh developments in our service from time to time.

Should we have your address incorrect, or if you are staying at a temporary address, perhaps you would care to let us know on this card.

A three-line space followed for the customer's name and address.

Then followed:

The above address is permanent/temporary. Please place a tick against which is correct.

There are doubtless countless similar opportunities for securing wartime printing orders on keep-in-touch-with-your-customers-during-the-war lines as described in this case.

Gradually rising costs of both raw materials and labor have resulted in many wartime price increases. Two examples out of many are the cost of footwear repairs and laundry charges. There are thousands of footwear repairers, laundries, and a multitude of other trades where special wartime increases in prices take place from time to time. These are all wartime special opportunities for printers to take hold of to secure wartime printing orders.

As a concrete example, many British laundries have included in all parcels of washing printed circulars advising and explaining the reasons for increased charges.

A piece of the right kind of printing saves lengthy talks at the door

12 Suggestions for the Prevention of Grievances

Claud V. McBroom, Director of Methods and Personnel at the Meredith Publishing Company, gives following 12 suggestions for prevention of grievances:

1. Responsibility should be definite and clean cut.

2. When writing instructions, place yourself in the recipient's position.

3. Responsibility must always be accompanied by corresponding authority.

4. A change in the scope of responsibility should be made only when all involved understand.

5. No individual occupying a single position should be subject to definite orders from more than one source.

6. Orders should never be given to subordinates over the head of a responsible officer.

7. Criticism should be made privately and never in the presence of employees of equal or lower rank.

8. No dispute or difference between employees as to authority should be considered too trivial for prompt and careful study and adjustment.

9. Promotion, wage changes, and disciplinary action should always be approved by the officer immediately superior to the one directly responsible.

10. The supervisor in charge should notify those under him of changes.

11. Short-circuiting should be permitted to only those employees who understand the organization principles of division of duties, delegation, and responsibility.

12. Give credit where credit is due—don't be an "I" man—teach others that the term is "we" in industry. "Des Moines Craftsman," July, 1942.

eral printers, for instance, report better employe relations since they voluntarily began giving reasonable sick leaves with pay.

16. Make all working conditions just as desirable as possible—good lighting, good ventilation, clean restrooms, *et cetera*.

17. If other members in the family of an employe also work, try to arrange his shift so that he can be home when they are.

18. Where practical, stagger hours so that once a month or so each employe can get away a full weekend—have Saturday as well as Sunday off.

When seeking new employes, excellent results are obtained through the classified ad columns in leading printing magazines, such as THE INLAND PRINTER.

trained, and drafted very often many miles from their home towns.

Not only does this wholesale uprooting of thousands of people create many domestic and individual troubles and difficulties for the people transferred, but merchants and shopkeepers are faced with new and difficult problems also.

For example, a concern may have built up a fine local business with a large list of regular customers. Suppose quite a number of these customers are called up for war service and transferred several hundred miles away to another part of the country, what happens?

Well, one of two things is bound to happen. Either the concern shrugs its shoulders and says: "We must just make the best of it," or, it invokes the aid of printing to

This circular at the same time pushed a new brand of popular priced biscuits the firm had just introduced. At the foot of the circular appeared a coupon for readers to use in applying for free copies of the "Ration-Time Recipe Book," as well as the name and address of the retailer supplying. The printer in this case obtained an order for thousands of booklets as well as an order for thousands of circulars, both welcome wartime orders.

This summer, the graphic arts industry in Minneapolis was invited to install a display. Printers, publishers, artists, mail advertisers, envelope manufacturers, photographers, paper merchants, typesetters, engravers, electrotypers, lithographers, and printing equipment suppliers helped install the display, which remained in the window for a period of three weeks.

The best modern and traditional page advertisements in the issues reviewed, in the opinion of the Scorekeeper, appear below. In spite of the fact that certain aspects of advertisement at right are modern, the layout, which is the dominant feature, makes it traditional. The advertisement at left is so obviously modern it needs no comment.



New Contact Screen Method Revolutionizes Making of Kodachrome Process Plates

By John T. Wrigley

IT IS INTERESTING to study some of the developments in color photography in recent years. Those who have followed the subject may have noticed that one development has at times entirely changed the value and importance of a former one or, possibly, made still another more important.

In many cases the achievements in color photography have opened an avenue to wider research, the result of which has changed many materials, methods, and processes, as well as equipment. Some of this has been so rapid and intensely interesting it has left us in a state of wonder as to what might happen next.

The introduction of the Kodachrome film by the Eastman Kodak Company created an immediate change in the materials used to record pictures in natural color on photographic film. Kodachrome has reached top place in such materials among color photographers because of its fine quality and convenience in use. This invention stimulated the desire to produce natural color prints which have been the subject of intense study among research workers in photography for years.

Processes Still Difficult

The processes of making natural color photographic prints are as yet involved. Because of the failure of the present known materials to record correctly in the print the colors in the film or plate, some corrective means must be employed. This correction work corresponds to the hand etching necessary to correct color values in making photoengraving process plates. Possibly to shorten the route in the production of photographic color prints, the Eastman company recently introduced the Kodacolor film. This film when processed becomes a negative, containing colors complementary to the original subject, instead of a positive film containing the natural colors of the subject photographed, as is the Kodachrome film.

In 1938, a method of color correction by photographic means was introduced by Eastman and with it an instrument for controlling the various steps of the process. This method of color correction is known as the masking method of color correction and the control instrument, the Densitometer. The original work with this method was, I believe, in the reproduction of artwork and objects. Applied to Kodachrome as a means of color correction in making color prints, the masking method proved quite valuable. The masking method has been brought to a fine degree of perfection by the technical staff of the Eastman laboratories augmented by several interested individuals.

A better color control is possible when this method is used. The Kodachrome subject reproduced on next page was made without the use of a camera

In the early days of reproducing Kodachrome by photoengraving, it was found that several new problems in reproduction of color presented themselves. One of these was to find photographic material and equipment suitable to record properly the dyes of the Kodachrome on photographic plates. This proved a more difficult job than the colors in the conventional type of color copy of the day. From this study there has developed a difference in opinion as to the methods and materials most suitable to Kodachrome reproduction (as well as to other classes of color copy), in order to reduce to the minimum the work of hand color correction. In this class of research, photographic color correction is receiving considerable thought. It is the belief of those interested in the progress of photoengraving that we will have photographic color correction in general use in the future. The war may hinder the progress of research in this direction but it may also stimulate it and we may expect some beneficial contributions from the photo-

graphic developments that are a part of our war effort. What will happen is problematical but just as interesting to watch as the changes taking place in color photography.

Another development recently announced by the Eastman research technicians is the Magenta Contact Screen Process. By this revolutionary method, halftone screen negatives and positives are produced without the use of the ruled halftone screen in a process camera.

The illustration in the four-color process engravings, printed herewith, was made by combining the masking method of color correction with the Eastman Magenta Contact Screen Process of negative making. The results, predetermined by data formulated in one trial test, were controlled to a fine degree by the use of the Densitometer. The following brief description of the method in which this set of plates was produced, should be interesting to those engaged in color printing.

The subject, a 5- by 7-inch Kodachrome, was selected because of its delicate flesh coloring, its range of

greens and blues that, combined, make a fair problem in photographic color correction. The negative making part of this job was produced under extraordinary circumstances in that there were no data nor information available in many of the steps in the procedure decided upon.

The Kodachrome was taped to a piece of glass together with a process ink control, a gray value control, and register marks. As this set of process plates was to be made the size of the Kodachrome, that is the size of the original, and the Magenta Contact Screen Process used, a camera was not necessary in the production of any of the negatives or positives. This feature alone makes this set of four-color process engravings interesting. The crop or cut-off marks, to improve the composition of the picture, were previously ruled on the back of the Kodachrome film with an ink soluble in a solution which does not mar the film.

After mounting the Kodachrome and controls on glass, this entire

combination was exposed by contact, through suitable correction filters, on a photographic film having a wide color sensitivity range. When processed, these films formed the color correction masks. Using one of these masks at a time (taped to the Kodachrome and controls), the four color-separation negatives were made by contact exposure, through suitable color filters on a color sensitive emulsion. Each of the color separation negatives was then processed by the Eastman Magenta process. These four color-corrected negatives, balanced to a given set of four-color process inks, were then ready to be put into screen negative form.

Contact Positives Made

The Magenta processed negatives were next exposed in a vacuum printing frame, using an Eastman Contact Screen Printing Lamp as a light source, through a 133-screen Contact Screen, on a film having a very high contrast emulsion. The result of this procedure was a set of four-color halftone screen positives. These positives were then printed in the above manner on the same type of film which produced a set of four-color process, color corrected, screen negatives which were suitable for photoengraving.

The entire procedure in this example of color correction by photographic means was based upon the balance in purity and saturation of the set of four-color process inks selected prior to the beginning of the work, as well as the reflection point of the paper stock to be used. Both the process inks and stock are, of course, important elements in the success of matching the colors of the original in color reproduction work. In this work they were given first consideration as a checking point in the color-correction part of the job.

Offered Educationally

Comparisons of this or other methods of color correction, and screen negative making, with any of the customary methods in use today in process plate making, would be another topic entirely. In relating the method used to produce the accompanying four-color process illustration, no claim is made for the method used nor the quality of the result. The purpose of this outline is to acquaint interested print-



Four-color process plates by Southwestern Engraving Company, Houston, Texas, using the Eastman Contact Screen Process. From Kodachrome, "Mexican Dancers," by W. Barnes. Printed from lead mold nickeltypes by Sam Ross McElreath Company, of Houston, Texas

ers with the fact that they may gain some knowledge and benefit in following the developments in the research in color-reproduction.

One vital point in color matching in all reproduction processes is that of the pressman matching, within a very close tolerance, the progressive color proofs. This is impractical unless the platemaker and the printer use identical inks and paper stocks and a reliable system of ink control is used. Fortunately the paper question may easily be controlled but the subject of ink control needs a lot of attention. There is a need for some simple instrument that will register in factors the variation in color of all the inks from a scientifically balanced set of process colors as a standard of measure-

ment and control. As we are working today we do not have a uniform standard for comparison in process inks or paper stocks. And we also do not have a uniform production procedure among the various crafts in the graphic arts.

Fortunately a printer has the point-and-pica system and a standard for the height of his type, *et cetera*.

A system of basic weights and standard sizes is in use in the paper trade; there are some standards set up for other branches of the graphic arts, but all in all there is little coordination between the platemaker, ink and paper men, and the pressroom and practically no system for checking the amount of process ink that should be run. As we now work,

a printer or platemaker has no gage with which to check the color of a process ink accurately or even reasonably so, because we have no accepted standard. The usual method of visual comparison of progressive proof and printed sheet under many different qualities of daylight and artificial light prevails and the responsibility of duplicating or of matching the color of the original is bounced back and forth by platemaker and printer.

Color Standardization Needed

Until we have complete coördination between paper and ink manufacturers, platemarkers, and printing pressrooms in actual refined standardization, and set up some system of control in color reproduction, the use of color will be retarded, and the problems we now have will remain largely unsolved.

There are, I believe, three widely used methods of color reproduction in the graphic arts, offset lithography, gravure, photoengraving and letterpress printing. One of the three processes will develop a fine coördinated system of control that is simple and practical (and a method of color correction based upon precision standardized materials) from color copy to printed sheet. The largest volume of color process printing will naturally follow the one (of these three) that is first to be developed, also best.

Look for Changes

Noting the rapid changes that have and will take place in photography, it is advisable and timely for all of those engaged in the field of color reproduction and printing to be mindful of what may happen in their own industry. Change, as someone has written, is inevitable—therefore it is prudent to take an active part in developing the changes that may occur in your particular graphic arts branch.

• • • —

Change Their Catalogs

Signs of the times! This year, both Sears, Roebuck & Company, and Montgomery Ward felt that it was necessary to include in their catalogs an interpretation of the restrictions governing the purchase of tires, electrical supplies, building materials, and such. They explain who is permitted to buy such materials, and under what conditions.

They include sample priority forms for their readers to use, along with the order blanks which have been standard equipment in past years.

This was just one of the many changes which were noted in the catalogs of the two big mail-order companies when they were mailed out this summer. Sears dropped 103 items from the catalog, rather than run the risk of turning down orders for hard-to-get goods that may become exhausted before the catalog expires. Many of these items will be sold through local Sears stores

while the supply lasts. Ward's killed only about fifty items, preferring to sell the scarce goods through the catalog as long as they last.

Ward's followed the trend that has been set of toning up the book, printing 180 pages more than last year. Sears reduced the size of the book by 196 pages. Both companies have substituted glass for aluminum in cooking ware, among other things, and Sears is featuring the new U. S. Government War Damage Insurance Plan, along with the services offered in other years.

Little Red Book Turns Up With Some New Ones

By Edward N. Teall

● SINCE I LAST gave you a sample of pickups from the Little Red Notebook a lot of paper has passed through the press; it's time for another whirl at it.

First, I turn up a new word: *jittermonger*, coined, so far as I know, by the cartoonist, Rube Goldberg, in the New York Sun of October 17, 1941. A jittermonger, I suppose, is one who trades in nervous excitements. It seems to be a fairly well made word, as modern words go. (Sometimes they go pretty far.) "Jitters" is new, "monger" is old. All we have to do now is wait and see how long the word will last.

Next, the simple word "with." You fight with (against) the foe. You fight with (on the side of) your friends and allies. In one use, "with" connotes antagonism; in the other, co-operation. Puzzled? Consult a D.S., Doctor of Semantics.

Here is an amusing slant on division of words: What would you do with *rearrest* at the end of a line? *Re-arrest* is easy; but *rear-rest* might momentarily confuse even a quick-witted reader.

Quirky: "a big navy man." That meant, no doubt, a man who is in favor of a big navy—a big-navy man. But as the words stand, it could mean a big man who is for or favors a big navy—a big navy-man.

Yet another manufactured word crops up in the day's clippings: *cinemactress*. You get it, of course—a cinema actress. Gil Chesterton used to like to stir words up together like that. I think little of it—

and that little is not good. It's all right for a joke, but such words have little real, lasting value. Words like *wirephoto*, which I have seen in print, are not quite parallel to telegraph, thermometer, or locomotive. But I suppose some of those now universally accepted words bothered the precisians at first.

Here's a snifty: "Soldiers now will be unable to notify their friends immediately of their departure by telephone, because . . ." What an odd way to depart!

Let's say it fast. "Exports from thus area" was queried. Ain't that the hellbeatin'est thing?

This may possibly repeat a *Proof-room* item—I'm not sure; but even so, it's good enough to run twice. Headline: "Order Trebles Adult Bicycles." This does not mean bicycles that are adult; it means bicycles for adults. A bee-yutiful specimen of my NOUN OF IDENTIFICATION.

There's a dash of spice in this one: Civilian Defense submitted to the President a copy of instructions sent to Federal Works:

Such preparations shall be made as will completely obscure all federal buildings and non-federal buildings . . . during an air raid. . . . Such obscuration may be obtained either by blackout or by termination of the illumination.

The President ordered a rewrite. "Tell them to turn out the lights," he said. A spade really is an agricultural implement, but why flounder in polysyllabic profundities?

WHO ARE THE PRINTERS THAT WILL SURVIVE THE PRESENT WAR?

That is a question that faces printers generally in view of the pointed statements suggested in the recent address of Thomas R. Jones, president of American Type Founders, and also president of the National Printing Equipment Association, who gave one of the two outstanding addresses at the recent convention of the International Association of Printing House Craftsmen in Grand Rapids, which was reported in *The Inland Printer* for September.

From numerous sources the statement recurs concerning the survival of printers. Various suggestions have been and are being offered by persons who like to make predictions. Many of these can be discounted like any other predictions about which people have no unusual means of determining. In his talk, Mr. Jones made no claims of having penetrating powers which enabled him to look beyond the present sphere into the dim future. Quite the contrary. In the report concerning his speech, contained in the article about the convention on page 31 of the September *Inland Printer*, Mr. Jones "mentioned jokingly that he was supposed to know what is going to happen." He was specific in indicating that he had no prophetic vision, but judged the future only by the developments in evidence during the past. He referred to the beginnings of the printing industry in Gutenberg's time and to later developments when printing was a matter of artistry without much mass production and mechanical achievements. In those days the printers were all-round craftsmen knowing everything about making the crude printing machinery of their day plus rollers, inks, paper, and type. They used these things in relation with each other to produce beautiful printed pages and bound volumes. Those early printers were also authors of the books and pamphlets they published.

That was the background which Mr. Jones depicted in his speech. He referred to the recent observance of the five-hundredth anniversary of the invention of printing from movable type, with which movement the Craftsmen had so much to do in popularizing. It was from such a background that the printers of former generations emerged—a group of strong, thoughtful men who had their own ideas, and expressed them fearlessly. The procession emerged from composing rooms and pressrooms of the past and represented what may be termed favorably, "rugged individualism."

Then Mr. Jones painted another word picture, that of the introduction and development of machinery in the industry which did away with many hand operations, and much of the old artistry. The old type press—the screw type—gave way to the reciprocal press, which in turn was pushed to the rear lines by the high-speed automatic presses of the smaller types, and the rotary presses of the larger type supplemented by the development of the modern offset process

—now only fifty years old—and the newer developments of the gravure and the rotogravure type of machines.

"Only in our own lifetime has the modern type of printing developed," commented Mr. Jones. "However, nothing startlingly new has developed in the past fifteen years. There have been some refinements particularly in the smaller high-speed units and the rotaries, also in offset and rotogravure. Plants equipped with these will have nothing to scrap."

With that as added background, Mr. Jones painted in some more views on his horizons by stating that there has been in evidence a decided trend toward specialization in manufacturing processes in the whole graphic arts. Looking at the financial and not the artistic side of printing, the speaker said that the men who applied modern production knowledge and methods to the industry in specialized lines made money.

Then he changed his picture, looked through the fog of the future, and sketched lightly the lines along which printers of the present time will probably work in order that they may be the men in the industry who will survive the

vicissitudes of the terrible war in which this country is now engaged. As he saw the horizons at this point in his speech, he became a little poetical when he said that the "prospect was not dark but hazy." Later in his speech he might have qualified as a seer when he remarked: "the new horizons are between your ears."

About that time fighting words were introduced by the speaker, and applied to the men on the printing front of the future. He answered his own question of "who are the printers that will survive the present war?"

"The printers who will survive are those who possess three things," said Mr. Jones impressively. "Those things are courage, ingenuity, and fight."

He suggested that these qualities looked simple enough but that in reality they were difficult to acquire and that the men lacking such rugged individualistic characteristics would go down in defeat.

Mr. Jones referred to the ingenuity of the men of other industries who were developing glass stoves and plastic automobiles for future manufacture, and hundreds of other things made of plastics, all of which would have to be advertised with printing after the war.

He also stressed the need for printing matter during the war to preserve the "American way of life."

He mentioned the need for scientific management not only as applied to production processes in the printing industry but also to sales methods.

He said that, as he peered into the future, he saw the need for more creative selling—"intelligent scientific salesmanship"—he called it. Such qualities of salesmanship required greater knowledge of customers' needs.

"There will be more printing required to advertise and sell the new things to be manufactured after the war," urged the speaker. "There will be fewer printers and these men who survive are the ones who will deliberately look around now and protect themselves by planning for the future."

It seemed at this point in his speech that Mr. Jones suddenly saw some dark shadows cross his line of vision of the bright horizon of the future, for he turned from his predictions to a grim but rousing war speech.

"All of this is on the optimistic side, but let us look at the war as it is now. We are being licked on all fronts—in the Atlantic, in the Philippines, in the Aleutian Islands, and only China is doing better. WE WILL HAVE TO DO BETTER. We will have to get mad about the war. We will have to assume the right attitude of mind.

"What we need is more concentration and less fooling around. We need more production and fewer strikes.

"We must put the American spirit into action on all fronts and win the war, and, after we win, we must use our heads and see to it that the printing industry gets all it is entitled to."



THOMAS R. JONES
President, American Type Founders



Lost in a Strange City?

There is a little tea-room in Spokane, Washington, which has a double grip on you, once you have eaten a meal there. To begin with, the food is very delicious. In the second place, the tea-room tries to make it easier for a stranger to find his way around town by printing a map of Spokane and vicinity on the cover of its menu, in two colors, with streets and important buildings plainly marked. The country around Spokane is pictured in an informal manner, with mountain-climbers falling off mountain-tops, and Grand Coulee Dam is indicated, among other points of interest.

This is an old idea, but it is far from overworked, and a clever artist can fix you up with a map of your city which will knock your eyes out. Take it down to the best restaurant in town and it will sell on sight.

Even if no artist is available in your town, you can still make up a map of the downtown district, using rules to indicate streets, and solid squares to indicate important buildings such as the court-house and railroad stations. In fact, an all-type treatment, if carefully handled, would be a relief from the artwork we are asked to look at daily.

Nonsense Items

Every one of us knows people in our town who would rather puzzle over a brain teaser than eat. Those same people are the ones who distribute the Jap hunting licenses, the air-raid warden cards, and all the other little nonsense items we see, that help make this country a good place to live in.

A recent nonsense item, which boils down to something better than nonsense, is the "Scrap Hunting License" which was issued by the

Granite City Steel Company, Granite City, Illinois, in the hope that it might help interest the children in the scrap salvage drive.

Why not sell the idea to some public-spirited manufacturer in your town? It will mean an extra job of printing for you, and at the same time will help us lick our enemies. We are reproducing the license to help you. You may have other ideas along the same line.

Pushing "Short Items"

For the purpose of pushing items in stock in quantities too small to make it worth while to feature them in newspaper advertising, the Hub store in Chicago has adopted a small folder which is passed out by girls on the main floor of the store.

The eight-page folder, 4¾ by 7 inches, printed on heavy colored news-print, has a cover which reads: "Today's Unadvertised HUB

Specials! 7 BIG Values In Quantities Too Small to Advertise."

On each of the other seven pages one item is illustrated, with a special price for one day only. A short, snappy description, together with sizes available and the number of the floor on which the merchandise may be found, complete the copy.

The girls which pass out these folders each day at the Hub are dressed in drum majorette costumes. This costume idea could be changed to tie in with the season, or with special celebrations which are being held in your town, such as centennials.

Unique Invitations

The American Photo-Engravers Association always sends out distinctive advertising pieces to sell its convention to its members. This year is no exception. We recently received an invitation folder advertising the Forty-Sixth Annual Convention to be held in Cincinnati, October 12 to 14, that made us keep it on our desks and look at it again and again. Perhaps the same idea could be sold to some organization planning a meeting in your locality.

On the outside of the invitation proper was printed the single word "Invitation" and it was cut to an odd shape, folded, and inserted in a slit in the cover of the folder in such a way that it lay in the outstretched hand of a postman which was printed in reverse color blue on white stock of the folder. Also in

<h2 style="margin: 0;">SCRAP HUNTING LICENSE</h2>	
<p>WHEREAS the need of our country for every possible ounce of steel scrap is acute, and</p> <p>WHEREAS it is known that many tons of idle, outworn machinery, machine parts, broken tools and miscellaneous junk can be found by diligent search of America's industrial plants,</p> <p>THEREFORE, be it known to all men by these presents that</p> <p style="text-align: center;">(NAME)</p> <p>is officially licensed to get in the scrap wherever he may find it on the premises of</p> <p style="text-align: center;">(COMPANY NAME)</p> <p style="text-align: center;">BOUNTIES PAID</p> <p>For every one hundred pounds of scrap collected under this license one powerful</p>	<p>demolition bomb can be manufactured and duly labeled "Air Express to Tokyo."</p> <p>For every ten to fifteen tons, one tough and lethal tank can be completed and duly labeled "Berlin or Bust."</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p><i>All scrap collected under this license must be forwarded to the nearest steel mill through regular scrap collecting agencies. Penalty for failure to exercise this license to the fullest extent may be a life term under an Axis Dictator!</i></p> </div>

License issued by Granite City Steel Company to help interest the children in scrap metal salvage. Printed in black ink on heavy white ledger paper, actual size 6¼ by 4½ inches

reverse on this cover was the lettering "Your Invitation to CINCINNATI" with the word "Invitation" formed by the front cover of the invitation proper.

The invitation, when opened up, was a formal invitation to the convention. A copy block on page 3 of the folder pointed out that this invitation was not a mere gesture of courtesy, but a heartfelt appeal to have you serve your own interests.

A later mailing piece received has much the same form as the first, with a die-cut cover showing a newsboy with a miniature newspaper under his arm. When pulled out



One of the pieces advertising the photo-engravers' convention. Page size of these three novel folders is 5½ by 7¼ inches

of the slits and opened, the newspaper revealed reminder copy.

A third piece has a cover printed in green, with a man standing at a filing cabinet. Copy reads: "File these facts about Cincinnati." A miniature file folder stuck in the slit carries convention facts.

Patriotic Envelopes

The Andrews Printing Company, in Chattanooga, Tennessee, has made available to Chattanooga business firms patriotic envelopes which have as their main feature Moccasin Bend in the Tennessee River, one of the most famous landmarks in that locality.

Printed in red and blue on the face of a white envelope, are the words: "Chattanooga, Tennessee, a dynamo for Victory," with Moccasin Bend forming a large red "V" in the word "Victory." In the upper left

SEVENTH FLOOR



**Boys'
STATION
WAGON
COAT**

*Tuesday Only
Special Price*

\$6.45

The most popular coat of the year. Oyster shade, water-repellent gabardine with plaid lining. Marked down to sell fast... so don't miss seeing them.

SIZES 12 TO 22

**Today's
Unadvertised
HUB Specials!**

**7 BIG Values
In Quantities Too
Small to Advertise**

Folder used by the Henry C. Lytton Company in Chicago for the purpose of pushing "short stock" items. Single sheets for each item could be used just as well to advertise specials

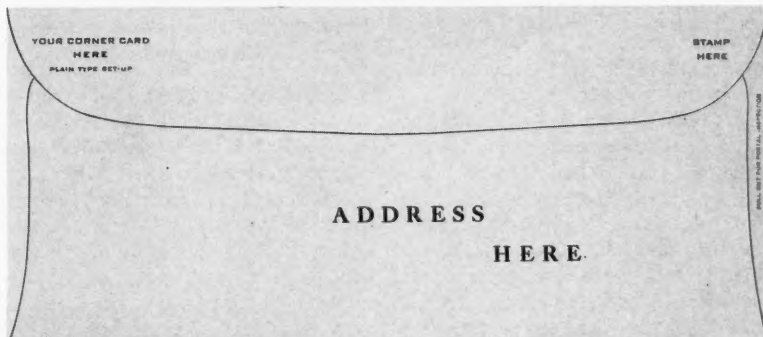
corner, a flying eagle carries a bomb in its talons, and in the lower right corner, Chattanooga factories pour clouds of smoke into the sky.

Space is provided on the back of the envelope for addressing, and the return card is also printed on the back.

A sample of the envelope was sent out to prospects, together with a

letter, printed on the Andrews letterhead, with a perforated order blank across the bottom, carrying prices. The copy emphasized the angle of patriotism.

There must be some historic landmark near your town which can form the basis of a patriotic envelope you can sell to your local merchants—get that extra printing.



This envelope, printed by the Andrews Printing Company, Chattanooga, Tennessee, should suggest subjects for you to use in designing patriotic envelopes for your community merchants

• *Ottawa, Canada.*—For nearly a month, now, Canada has been testing the effects of the drastic job control regulations which Director of National Selective Service, Elliott M. Little, put into effect on September 1. The experience of employers in regard to these laws and the additional restrictive controls which are clearly ahead in Canada point the way to what is almost sure to happen in the United States.

Cooperation with U. S.

I asked Mr. Little a few days ago how closely Canada was working with the United States in the matter of manpower control. He said: "We've had conversations, of course, and a round-table conference in Montreal recently when some of the U.S. officials came up to see our system at work." But he added:

"The fact is that our manpower problem is much more acute than in the U.S.A. Our so-called 'pool' of unemployed is now as low as 25,000 or 30,000—lower than at any time in national history. In the United States there are still many millions of unemployed to draw from. It is Britain which has shown us the way in this thing and we are going to save a lot of headaches and make our work easier by drawing on British experience."

Control of Manpower

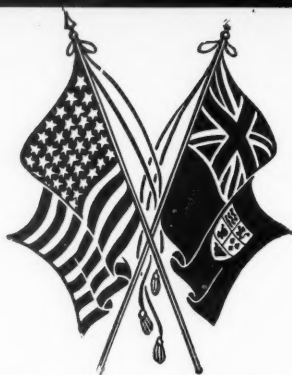
Here, in brief, are the new manpower controls which affect all employers and employees in Canada:

1. No employer may dismiss any worker and no worker may quit any job without giving seven days' notice in writing of that intention.
2. No person may seek employment and no employer may hire or interview with intent to hire, any person unless that person has a permit to seek employment.

(Certain exceptions are made from the above two orders for such types as casual labor, professional engineers, teachers, provincial government employees, *et cetera*.)

3. Without an exception no one capable of working may remain voluntarily unemployed. Anyone, not working full-time for a period of two weeks or more, can be ordered to take full-time suitable work.

4. All employers must report their future labor needs to Employment and Selective Service offices, and they must fill their current needs through the same offices.



HOW CANADA MEETS ISSUES OF WARTIME

By Kenneth R. Wilson

Staff Correspondent

All employers must give a notice of separation when workers leave their employment. This notice must be presented at the Employment and Selective Service office where the worker receives a permit to seek work. This permit may restrict the worker to seek employment in a certain locality, industry, occupation, or establishment.

Obviously, the purpose of these controls is to cut down labor turnover and give manpower authorities a check on the movement, supply of and demand for labor. But there has been one curious but very important result in terms of business costs. Under the new regulations a man can no longer be laid off without notice. His wages continue at least seven days, if no work is available. That means he can't be laid off every time a machine breaks down.

Canadian employers are finding out that this type of manpower controls means an immediate and inevitable lowering in the quality of men and women available for work.

Central Authority is Best

Another important lesson which Canada is learning is the importance of bringing all manpower controls under one authority. Up till now the draft machinery, the employment offices, and civilian selective service have been under different administration in Canada. Now these are all being brought under National Selective Service with Director Little in charge.

And it is this lengthening shadow of an acute shortage of manpower which now threatens to completely transform business operations in Canada in the near future. What is clearly in prospect is the wholesale and possibly ruthless curtailment of non-essential Canadian civilian industry within the next few months.

Industry Won't Kill Itself

Canada has learned at least one important lesson from British experience, namely: that it's no use ordering an industry to slit its own throat. It will be the W.P.T.B. which will do the slitting although each industry or manufacturer will be given every possible opportunity to show ways and means of making the throat-slitting less painful.

In some instances whole industries will be ordered to stop production of non-essential lines for the duration of the war. In other cases production will be concentrated in individual areas or plants, and a standard or "victory" type of merchandise produced.

This concentration will, of course, affect the printing industry as much as it will affect any other. Knowing that, it is up to the industry to decide whether this program of concentration shall be done voluntarily, beginning now, or whether we will wait until compulsory amalgamation is handed to us.

Voluntary Pooling is One Answer

Voluntary pooling of manpower and equipment would be the ideal way to meet this situation. Any attempt to accomplish the same purpose by means of Government decree would meet with opposition.

Compulsory concentration would involve the closing of certain plants, and allowing others to remain open, and who is to say which should be favored? Each owner would naturally feel that his plant was the proper one to remain open.

There is the problem, too, of proper compensation to the owners of plants which are closed for the duration. Shall they be subsidized in some way by the Government, or by printers who stay in business?

These are only a few of the problems facing the W.P.T.B. in its job of concentrating the industry in order to conserve power, manpower, and materials. Before it is necessary to solve them, let us hope the industry will do the concentrating itself.

THE PRESSROOM

Pressroom questions will be answered by mail if you send a stamped, addressed envelope; kept confidential if so marked

By Eugene St. John



Metal Sliver on Screen

Together with this letter we send you a specimen of a job. On one picture we have pointed out a spot the cause of which we do not know exactly, and we would be very thankful to hear your highly esteemed opinion about it. Our pressman says that it is the paper from which the trouble arises; the paper is supposed to be No. 1 but we want to know and to learn by your kindness how to avoid it.

We should have, say, three successive prints of the plate (not necessarily entire press sheets) to determine a definite answer to your query as to the cause of the spot that you have ballooned on the print. If the identical mark appears in different locations on successive sheets we might possibly suspect the paper but not necessarily so. But if the identical mark appears in the same location on successive sheets, it is unlikely that the fault is in the paper. Judging from the single sheet, a short strip of a very fine wire or other sliver of metal or even a coarse hair had become imbedded in the highlight screen of the halftone. The wire was inked by the rollers and printed. Lying on top of the halftone dots it prevented the latter from printing. Bear-off caused the rim of white around the wire. Without doubt the wire was inked and printed on the paper. The single sheet of paper has a fairly homogeneous surface and is of good grade. Just how the bit of wire got on the plate is open to conjecture.

The motive of your letter, to find the preventive of a similar occurrence, is most worthy. The only preventive is unceasing vigilance in watching the printed sheets as they drop on the press delivery, printed side up. When the pressman must leave this station, some one should substitute for him in scanning the printed sheets.

Your sample is an object lesson. The principal illustration of the book is spoiled by this mark, which should have been detected during the printing of not more than a dozen sheets.

Oiling of Motors

How frequently should a press motor be oiled?

This information should be obtained from the concern supplying the motor and the instructions faithfully followed. Oiling will vary with different types of motors. Too much oil is no better than too little, as superfluous oil may reach the windings and spoil the insulation, it may cause brushes to stick in the holders, resulting in sparking or burning of commutators or slip rings. Sleeve-bearing motors may need oil-well level inspected and filled twice monthly. Ball-bearing motors may require greasing of the bearing twice yearly. Too much grease may pack the bearing tight with overheating as the result.

Dull Ink for E. F. Paper

Why is dull-black ink best for English-finish paper?

High and low spots in uncoated papers cause a mottled appearance in the print of solids not so noticeable in coated papers, because the coating levels the hills and valleys to a great extent. With glossy inks the high spots stand out in the print more noticeably than when a dull ink is used.

Feeding Platen Presses

● Although automatic feeders are an immeasurable improvement on hand feeding, some work still must be fed by hand. Hand feeding is much easier if the feedboard is carried as close to the platen as possible, thus reducing to the minimum the distance the sheet must be moved. Strong rubber bands around the feedboard in both the long and short dimensions will diminish tendency of sheets to move about on the feedboard. Sheets are easier to pick up if the lifts are fanned out on the feedboard. A little glycerin helps fingers with dry skin to pick up the sheets. A good brake saves much time in necessary press stops.

Streaky Inking

We had a discussion on how to print (letterpress) a large solid area in a delicate color, so as to eliminate a streaking effect or color variation near the tail of the solid area. (The length of solid not being to the point of form roller reversal.) Can you give us information on this?

Evidently the reference is to four-roller flat-bed cylinder presses with "wedge" type of inking system, in which the ink table, after receiving ink from fountain, ductor, and distributing rollers, set angular or parallel, passes under the form rollers, reinforced with vibrator and rider rollers and then makes a reverse trip, in other words, two trips to the impression.

If, starting at the cylinder, we number the form rollers in order of sequence, one, two, three, and four, it is apparent that No. 4 form roller, under which the ink table passes first on its initial trip from the fountain, will take all the ink from the ink table it can hold so that the rollers 3, 2, and 1 get less in order. On the return trip, No. 1 roller has first chance at the plate which has been partly cleaned of ink, rollers 2 and 3 take their toll, leaving what is left for No. 4.

The return trip really is more additional distribution than further ink supply, so that the result is that the form rollers nearest the fountain carry more ink and the part of the form next to fountain will receive more ink than the gripper side or end. If the rollers are in good condition and properly set and the ink suited to the paper, press, and job, this difference in ink supply is hardly noticeable in the print on light, medium, and even fairly heavy forms. It does show, however, if too much ink is carried, in the tendency to offset of the part of form next to ink plate.

When very heavy solid plates, taxing the inking capacity of the press, are run, unless rollers and ink are just right, the streaking tendency is likely to show unless the

full pyramid of rider rollers is carried, and sometimes even then. This happens because in getting enough ink on the gripper edge of form to cover, superfluous ink is laid on the opposite side of form next to ink plate. This is an inherent weakness of the wedge type of distribution.

It is, however, not an insurmountable difficulty. A closer approach to a continuous supply of ink to the form, which constitutes the crux of your problem, is made by carrying rollers 2 and 3 on form and raising rollers 1 and 4 out of contact with plate and form but in contact with vibrator.

It is the continuous supply of well distributed ink which makes the inking systems of the latest two- and three-roller cylinder presses equal to those of the older four-roller presses.

Even three-roller presses can be given inking capacity by raising one form roller off the form and carrying one of the two remaining form rollers over size.

Perforating on Press

We print a lot of salesbooks in duplicate, ten up, as shown by the enclosed sample set. The perforating as you will note is done on the press and it gives us considerable trouble. We use over type-high perforating rule. It digs down into the packing and fills up the groove, causing it to bulk up, resulting in sloppy printing and poor perforation. Oftentimes the tympan separates at the perforation, making it necessary to put on a new tympan. Do you have any suggestions as to how we might be able to do a better perforation job? A run consists of 10,000 impressions. Is there such a thing available as thin ribbon brass or copper which could be glued under the tympan at the perforation and thus by using regular type-high perforating rule, we could get a good clean perforation. The salesbooks are printed on a job cylinder press. I would appreciate any help you can give us.

The preferred method is to use under type-high perforating rule with a strip of shimming brass cemented on the sheet next below the draw-sheet and a strip of bookbinders' gummed Holland linen tape secured on top of the drawsheet opposite the perforating rule. Shimming brass is carried by auto accessories suppliers and garages. Under type-high rule is carried by dealers in printers' supplies.

The perforating, when parallel to the cylinder bearers, is best done with special attachments on cross-rod of press.

Makeready of Solids

What, in your opinion, is the best method of making ready a large solid area such as poster work, under the printing surface or over the printing surface, that is underlay or overlay? This on large sheets up to 44 by 65 inch letterpress?

The proper basis of makeready is a level, type-high form since flat-bed presses are engineered from this basis. However, occasion may arise when it becomes necessary to run a very heavy solid form over type high but level. In such an emergency, the best practice is to divide the extraordinary squeeze, applying half of it as underlay and half as packing, but the extraordinary underlay should not exceed .007 inch in thickness. For inking and impression which will avoid slur, loss of register, and wrinkles, the solid plate should be level.

The three principal divisions of makeready proper are (1) level and type-high form, (2) proper packing

in respect of the pitch line of the gears, and (3) overlaying (shimming) to insure uniform impression on all of the area of the solid plate. The shimming overlays take care of variations in pressure due to any low spots in bed or cylinder packing, plate or base under impression and also due to bear off.

The pressure of the cylinder rolling over the form amounts to a number of pounds a square inch and this would be uniform over the entire area of the plate if none of the above low spots were present but these and the edges of the plate which sink deeper into the packing and cause bear off make overlays, really shims, necessary in printing a solid plate. (In the case of halftones, additional cut overlays to take care of the tones from high-light to near-solid are needed.)

In printing large solids the ink, rollers, and roller setting play an important part. More ink is carried to print solids than halftones since the latter are from 50 to 60 per cent solid. Excess ink brings on mottle and to avoid this an ink of high color strength should be used; such an ink having better coverage, so much need not be used.

Inks for halftone and type printing print sharper and cleaner if as short as possible without impairing flow from fountain and distribution. The cohesion of such inks causes them to ink the dots and type without spreading to the blank spaces of halftones and bowls of type. For solid plates the ink should not be short but free-flowing with ample sweep and flow since it is required to spread as much as possible instead of balling up in the fountain and ridging on the plate.

Composition rollers should have ample tack and be carefully set in respect to their firmness or softness. Hard rollers are a handicap and must not be used on heavy solid plates as they cannot properly distribute the ink. All extra rollers such as riders and auxiliaries help in inking solids.

Fluorescent Printing Inks

In the January issue of THE INLAND PRINTER some one asked you for information about fluorescent inks. You sent them names of specialists dealing in this type of ink. Will you please send these names to us and oblige?

We are sending name and address of source of supply of these inks.



*"out of the mouths
of babes . . ."*

★ "HEAD, HEART, HANDS, AND HEALTH"—the motto of the 4H Club—offers a lesson to all of us. How better to express the vital need today in our war effort, than this? The head to direct, the heart to battle on against odds, the hands to fight and produce, and the health to withstand the strain.

And how better to cultivate and coordinate these four attributes in your own organization than with a competently run company magazine? Here is a forum to which management can repair to express itself, to explain to the men their jobs, and to present new ideas. It also offers a place where achievement can be properly recognized, where suggestions can be publicized—in substance, a medium whereby an impersonal "the company" can be transformed into a warm "our company."

We have recently made a study of such publications, and we have produced some of those on our own list for more than fifty years. We believe we know how. May we help you to study the possibilities of a company magazine of your own?

Copy from a folder printed by Case, Lockwood & Brainard Company, of Hartford, Connecticut

Packing for Heavy Book

What is the correct packing for a good quality 100-pound coated stock on a cylinder press?

The answer depends on the press, its condition, set of cylinder on bearers, nature and condition of form, thickness of the stock named. It requires about .003 inch "packing" above the bearers of the cylinder to print. Here the "packing" includes packing proper and the 100-pound coated stock. If the stock calipers .005 inch, packing should be .002 inch below bearers but this varies with the conditions above noted.

Printed Paper Napkins

I'm wondering if you can tell me by what process the enclosed napkin was done. The company offering these sells seventy-five for \$2.50—so obviously it isn't done by letterpress—but neither does it look like the sort of job run on a small photo-offset unit. All you have to do is furnish a photo and they supply the artwork.

Quite a volume of this work is produced on small offset presses.

This is the logical process for short runs. Long runs are turned out on rotary machines.

Inks for Bleed Cuts

Why is it that an ink will bleed and mark in trimming bleeds on coated paper when the ink has dried hard enough for the second color to be run?

Presumably the reference is to bleed cuts through prints of solid black or color plates. For work to be trimmed bleed, non-rub and non-scratch inks should be used. For the general run of process and multi-color work such hard drying inks are not needed since it is customary, for best results in overprinting, to print the second color on the first while it is set just enough to permit the handling of stock without smearing and not bone dry. Bleed cuts require non-rub, non-scratch ink because of the pressure of the cutting machine clamp, unless padding is resorted to on the cutting machine to relieve clamp pressure on the print of solid plate.

Collins Scoring Rule

Can you tell me where I can buy Collins rule for scoring? It was described in a recent booklet but I cannot locate sources of supply. I am particularly anxious to get this information for with this rule I can score from the front side of the sheet, which for a particular job I have is much more desirable than to score from the other side of the sheet with a string and rules.

We have no information on rule named. Possibly cardboard manufacturers with a line of cover papers may help you. Maybe some reader of THE INLAND PRINTER has the answer.

If your objective is to blind score on the face of the cover in one operation with the printing of the type form, this may be done by using a frisket of tough paper on the grippers, cut out to allow the type to print but with a strip interposed on which the ink from the scoring rule will be deposited, causing the scoring rule to print blind. The foregoing applies to ordinary scoring rules.

Another method is to cement a length of copper wire on the tympan which is impressed in a strip of wood a trifle under type high in the form. By this method you may print on the face and score on the reverse of the cover in one operation. Copper wire of one-eighth inch or less diameter is used and the strip of wood is just high enough to obtain a score on impression.

Slur Back of Gripper Edge

My pressroom foreman left the enclosed on my desk and we are stuck for an answer. The press is a job cylinder press. I would appreciate any advice you could give us to eliminate this streak. Enclosure: "This streak bothers me quite a bit. I have changed rollers, reset rollers, and what not, and the only trick that seems to do any good is slow speed. Can you give me some help?"

A frequent cause of a slur three or four inches back of the grippers on this particular press is incorrect adjustment of the air cushion and since the slur is relieved by diminishing the operating speed, we suggest you check this possible cause first. Other possible causes are: 1, form or units thereof over or under type high; 2, cylinder not firmly riding the bed bearers; 3, form not snugly seated on the bed but arced and springy; 4, oil or other matter on the bearers; 5, register rack out of position; 6, the two inner bed-supporting tracks may be too low and need shimming.



"In the Days That Wuz"—An Old Fossil

Cartoon by John T. Nolf, Printer-Artist

LETTERS to the EDITOR



Contributions to this department are welcomed. Opinions expressed are those of the writers only

The Story Concluded

To the Editor:—The article on page 38 of the July issue regarding a rosin and acetone treatment for preventing workups irks me a little bit. The writer makes a statement that all monotype forms are a continual source of annoyance and offers his "mix" as a cure-all. It might be at that, but it also suggests that his form is not all that it should be. The cause originated before going to press—and Acetone, Rosin, Stale Beer, or Rubber Cement will partly cure it—until the heat of the run removes the adhesive quality.

I have found that it is less costly to do the job right. If the monotype room delivers type with the right amount of squeeze—if the comp makes up with good justification and spacing material that is short—and if the lock-up man uses furniture that is square and even and a nice amount of new wooden reglets, and winds up by planing down the form thoroughly—then the job goes to press without any danger of workups.

It is a sad truth that the majority of letterpress printers today would rather print from plates or slugs than from mono or foundry type—even on short runs. Their reasoning is rather obvious, but it also reeks of poor craftsmanship and shortsightedness. Personally, I'll take the flexibility of monotype any day in the week—WM. F. DENNEY, Printing Department, Colgate - Palmolive - Peet Company, Jersey City, New Jersey.

EDITOR'S NOTE:—Thanks for, and amen to, your letter of criticism. The offending item was not supposed to run as it appeared. A footnote was planned to bring out just the points you do. Finally—and too hurriedly—the panel was worked

into the page without thinking of the original intention.

Monotype matter is cast to a fine degree of precision and will work up—just as other printing material will—when forms are not properly justified. Improperly cast linotype slugs, for instance, have a habit of leaning instead of standing straight, then printing heavier along bottom of letters than along top, or vice versa.

Our idea in running the matter about the rosin and acetone treatment was only to point a way to save the situation when work is not justified.

All systems of composition have their advantages and disadvantages, none provides *everything*. The contribution of the inventor and manufacturer of the Lanston single type composing machine and caster to the glory of printing has been and remains a great one.

Picas Versus Inches

To the Editor:—Some days ago, while looking through the June issue for something else, I ran across the article on page 39, "Conflict of Inches Versus Picas Goes Merrily On," and decided to put in my oar.

Clement A. Mawicke, vice-president and treasurer of the Pontiac Engraving and Electrotype Company and president of the International Association of Electrotypers and Stereotypers, is quoted as follows: "Most photoengravers and electrotypers will use the pica unit of measurement in filling orders stated in such terms." He also boasts that his plant recently received and filled an order "in which millimeters were used." Now, I have never been in Pontiac, but I venture to say that, like other photoengravers, Mr. Mawicke's plant does the

work in this way: The cameraman measures the image on the ground-glass with a ruler. The blocker and finisher also uses a ruler, and cuts and trims by eye and hand measurements. There is no living man using such a system, whether with an inch scale, or any scale, who can make and block two plates alike.

A little over a year ago we purchased seventy-one halftones of various sizes for use in an eighty-page book. The copy was carefully scaled, and specifications written in picas. The plant which did the work has equipment as modern as will be found in any engraving plant. The finished blocks, considered from the makeup man's viewpoint, were terrible! I saw the work being done: all by eye with the ordinary wooden line gage. I would say that not only is Mr. Mawicke's attitude *all wet*, but that Mr. McMurtrie should urge the manufacturers of trimming devices not merely to provide them with pica scales but with accurately adjustable gages for the proper use of those scales, such as found on the best composing-room saws.—VAN COURTRIGHT WALTON, Murrell Dobbins Vocational School, Philadelphia, Pennsylvania.

Contests Help Schools

To the Editor:—I want to thank you for your very fine letter, the reprint of the blotters, and the space you have devoted, in your columns, of appreciative criticism of our work. We will keep in mind, in another printing, the thought about the silver printing on black.

I wish I could emphasize the inestimable value your latest contest has proven, as a lesson, to these young "apprentices." While none of our entries "placed," the enthusiasm and interest our students took in the contest warrants a continuation of this practical form of teaching. It has always been my policy to have these students enter their own ideas, over the years, here and at other schools where I have taught, I have had students enter your contests. I have often questioned myself why other teachers do not have their students enter such contests.

Again I want to express my thanks for your continued help in our work here at Timken.—CHESTER A. LYLE, Instructor in Vocational Printing, Timken Vocational High School, Canton, Ohio.

THE PROOFROOM

Questions pertaining to proofreading are solicited and answered in this department. Replies cannot be mailed

By Edward N. Teall



Looking Ahead

Here I am, a high-school graduate, now employed as a copyholder, and hoping to become a proofreader and then a writer or editor. (If I don't end up in the WAAC.) And I desire enlightenment on use of "them." The rules taught in school leave me with a feeling of uncertainty. Can you say something to give me confidence? I know better than to say "them apples," because "them" is a pronoun, not an adjective. But I wish to go further.—*Georgia*.

Speaking fast: You would say, when someone asks "Where are those papers," "I have them in my desk." Here the pronoun is pronounced without either emphasis or slurring. It is understressed when you say simply "I have them"; the pronoun is pronounced "th'm," the vowel almost lost. On the other hand, should you say "The peaches I don't care about, but the apples—well, them I want," you would stress "them," hit it hard, for emphasis. It sounds a bit awkward, to be sure, but it is correct. "Them people," "them trees," "them horses"—these, of course, are wrong. (Note this use of "these.")

Yonkers

An editor wrote "Yonkers are," and a wise old bird of a compositor set it "Yonkers is." The proofreader marked it "are," and the compositor hollered woe. Who was right?—*Florida*.

The proofreader. The editor has a right to his own jokes. The compositor is not a super-editor.

Extra Languages

Would it be worth while for me to study another language; would it make me more desirable as a proofreader? To say what I really mean, could I make more money if I knew German, French, Spanish, or Italian?—*North Carolina*.

Every bit of knowledge he acquires makes a proofreader more desirable; cashing in on your knowledge is in itself an art, which some of us possess by nature, some attain through hard study, and some can never have. To strike straight down to bedrock, the fact is, "knowing" a language is a matter of years, not weeks, of study—and a little knowl-

edge is a dangerous thing. An ambitious proofreader can easily pick up enough genuine knowledge of the grammar and spelling of a modern foreign language to tell him where checking up is needed and to safeguard him against the errors of ambitious ignorance.

Begin Quotes

What is the correct begin-quote mark?—*Oklahoma*.

The old standard style is to use the inverted comma, and it still holds good, although what used to be regarded as freak styles are now tolerated.

Copper Rivets

BY O. BYRON COPPER

Every master printer's popularity varies with his diplomacy.

The most any printer has to fear is his own cowardice.

The best cure for that "inferiority complex" is to realize how universally people are afflicted with it.

The law of averages is in that printer's favor who keeps on trying.

No debt was ever paid with honesty—nor was there ever a debt paid without it.

The manner of him of pure motive and benevolent spirit won't offend the best of society.

Heroes come as often in plain clothes as they do in epauletted uniforms.

Often the man among you who appears to amount to little is the one who amounts to much.

We derive pleasure from discourse, and benefit from silent meditation.

Some printers argue as if they thought mere words have the power to establish truth.

Just Talking to Myself!

Please, E. N. T., address a query to E. N. T., in the spirit of semantics, or get-it-rightness, on this paragraph by Jan Valtin: "Most Americans . . . believe it is only a matter of time . . . before the subjugated peoples of Europe . . . will rise in revolt. The weakened German army will not be able to stem the desperate tide. A democratic counter-revolution will doom Hitler's rule of tyranny."—*E. N. T., New Jersey*.

Plunge in *medias res*: The last two sentences *could* be clipped and shown, with nothing to indicate that they do not express the writer's own ideas; they are not safeguarded against misquotation. I would write it this way: "The weakened German army, *these Americans believe*, will not be able to stem the desperate tide; a democratic revolution, *they think*, will . . ." (The italics are mine.) Also, please note how the semicolon knits the entire makebelieve quotation into a solid unit. (Goshamighty, how endlessly varied and how vividly interesting these matters of word-wielding are!)

Passing the Buck

If the compositor makes an error which the proofreader fails to catch, can he be held responsible?—*Kansas*.

Not properly; the proofreader is responsible for failure to catch errors. But the compositor who uses this fact to cover slack work won't last long.

Twin-kle, Little Star

Division of present participles bothers me. Badly. The only rule I know is: "When the ending consonant sounds of the parent-word belong to a syllable with a silent vowel, such consonants become part of the added syllable -ing: chuck-ling, twin-king." This rule does not seem quite clear enough or elementary enough for student use.—*South Dakota*.

It is *not* simple enough for good working value. Rulemakers may get bogged down in words. This is a tough situation. In class it's not so tough, but in print it's a sticker. You can say to your students, "Now, take a word like 'twinkling'—how

are you going to divide it? What are you going to do with that bothersome *k*?" And then you can tell the boys and girls: "We prefer to carry it over into the second syllable." To me, "twin-ling" just doesn't look so good; you don't *say* it that way, so why should you *write* it thus? You *say* "twink-ling." Now, here we have something on which I may say frankly I am just simply S-T-U-C-K, stuck. But usage has settled, definitely and positively, on "twin-ling," "chuck-ling" (an easy one, this!), "han-dling" (not so easy!), "bris-ling," and so on. And that, I guess, is end-of-the-line stuff; it's where we get off at. In writing a free-and-easy letter I make it "twink-ling," "hand-ling," "brist-ling"—but when writing for print I conform to the rulemakers' dictum, and carry the consonant over, as in "bris-ling." I do not like it, but—well, I guess it's just a plain case of "follow the crowd."

How's Your Mnemonic?

Try the following words on anyone who thinks he is hot stuff at a spelling bee: abattoir, weird, kimono, accommodate, liquefy, battalion, supersede, rarely, benefited, vilify, bouillon, sacrilegious, embarrass, questionnaire—all ordinary words, but—try them on someone. If they can get all of them try these two (both from national ads which we set), *mnemonic*, *phthisis*.—*Colorado*.

Go to it, Gang!

Job Work, Detail Work

For some time I have been on job work. They want more and more speed, and I rebel. Am I in the wrong?—*Ohio*.

It is impossible to pronounce judgment without more knowledge of the situation, but on general principle my answer would be: No. In job work you cannot safely rely even upon the veteran reader's skill in reading by sentences; the work has to be done letter by letter, figure by figure, period and comma by period and comma. And that takes time. In job work the reader's responsibility is heavy, and he must have fair opportunity to do good work. Just how much time should be allowed on any job is for decision on the spot. The reader strives for absolute accuracy—and the best speed consistent with it. If he is so slow that he raises production costs beyond a reasonable level, well, that's his bad luck. But the employer who is willing to take big risks for the sake of fast production is riding for a fall.

Talking to Myself Again

In my university alumni weekly this sentence stopped me for three moments: "In 1930 John Northrup's famous Alpha model of an all-metal plane set the stage for a wholly new type of construction in the U. S. Engineers took it up with a whoop." E. N. T. requests E. N. T. to comment.—*New Jersey*.

Once, in collaboration with a Boston lawyer of the old breed, the green-bag carrier (if you know your old-time Boston), I wrote a novel.



**Sing
Something Simple**

● Extravagant advertising campaigns are out for the duration—or should be soon. They are questionable in taste at such a time even if not contrary to law.

But there is no reason for stopping completely all messages to your dealers and consumers. Sing something simple! A small booklet . . . a series of brief folders . . . poster stamps on all correspondence . . . will keep your name, your products, your services before the mind's eye of your normal market, while you bide your time until the end of the War.

Explain what you are doing to aid the War; tell the users of your products how to care for and conserve what they already have; explain what substitutes are available and how to use them. But, tell them! And keep your memory green.

From an envelope stuffer by Case, Lockwood & Brainard Company, Hartford, Conn.

I lent a copy to a neighbor, a labor man—a self-educated, highly intelligent fellow, whose opinions, when asked, were always given with sincerity and a sometimes embarrassing frankness; and says he, speaking of the book's last page: "So—you send him down the road talking to himself!" Well, that's what I am doing right now: talking to myself.

You see, good friends, while many persons have written with that same embarrassing frankness in expression of their grief over the oc-

casional cantankerousness and the characteristic dumbness of the conductor of *Proofroom*, the truth is, they have never yet manifested a complete appreciation of the depth and extent of that dumbness. E. N. T. himself is the only possessor of that knowledge.

I read (pronounced *red*) "U. S. Engineers" as a unit, and groped for the sentence's predicate. A good full space after the "S." would have shown me, instantaneously, the break between the two sentences—one ending with "U. S.," the other starting with "Engineers." And my contention is that printers and editors should allow for the dumbness of an occasional reader of the E. N. T. type. The person who prepared that copy for the printer would have been smart if she had given the compositor a marginal note: "Extra space here!"

Has E. N. T. a friend in the audience? If so, please speak up!

Why Are Fogies Old?

I imagine you are enough of an old foggy to dislike this: "The paper says the fleet is on its way." Right?—*Iowa*.

A poke at poor defenseless me because I like to say "that" when "that" needs to be said? Mister, I discriminate! "He said he would go," "He said that he would go." Sometimes one is better, sometimes the other.

The Proofreader's Trail

Is it not a waste of time for readers to initial proofs?—*Delaware*.

Each office has its own system, and some call for more initialing than others. Initialing provides a record of the work; I personally like to put my initials and the date on every proof I read, making the history of my part of the process complete. On a dirty proof it is almost always possible to identify the reader by his "fist." This might be done on a fairly clean one too, for that matter; but don't you think it desirable for an okayed proof to carry the reader's signature? Ninety-nine times in a hundred it might make no difference, but the hundredth time it could for some reason be troublesome not to have a signature. Actually, the decision one way or the other should be made to fit the needs of the shop; where in one it would be a sheer waste of time, in another—as in dictionary work—it could be a positive necessity.

How's Your Fist?

Having just had to set a job of handwritten copy, I am wondering how the old-timers ever made out, before the typewriting machine came into use. It must have been agony.—*Illinois*.

Yes, sir, there were some mighty tough bits of copy, but somehow or other a surprising amount of print—and good print!—was turned out. They say Horace Greeley's "fist" was so bad that a proofreader, receiving from him a written notice of discharge, replied with an acceptance of the great editor's "invitation to dinner." Reporters' copy in the newsrooms was nothing less than terrible—yet it was cleanly handled. (And remember, in those days, type was "stuck" by hand, too!) May I remark here that my father, F. Horace Teall, produced copy that

what's your name, stranger?

● Business firms in Burlington, Iowa, including McMullin-Woellhaf Printing Company, believe in getting acquainted with everyone in town as a good civic and business policy.

Recently, with the coöperation of a local newspaper, they put on a citywide "Let's Get Acquainted Week" which made everyone sit up and take notice and try to make more friends. All business

was as clear and legible as anything that comes off the typewriting machine—beautiful copy. I wish there were some way to make a scientifically accurate test of one of my favorite theories: that handwritten copy, slow and laborious as it is—and perhaps *because* it is that way—is more accurate, less wasteful of words, than the easy-flowing product of the machine. (No, I'm not an old sour-puss, and I know much wonderfully fine writing is done these days—but I really do think its defects, if any, are such as come from too facile composition—on the machine.)

We Bust a Rule

Which is the best book on proofreading?—*North Dakota*.

This department customarily refuses to commit itself on such matters, because the answer must depend on individual needs and preferences. But here's where we go off

the deep end. The conductor of the department speaks only for himself, without commitment for THE INLAND PRINTER, when he says that he likes Highton's book best of them all, as a working guide. It is on the PRINTER'S list, and can be purchased

Compound is Quirky, But—

Such combinations as this irk me: "The New York-New London train." What can be done to avoid this loose-jointed form?—*Connecticut*.

The arrangement is perfectly logical; the two names are joined by a hyphen. But each name is itself a two-worder, and the "New" of "New York" and the "London" of "New London" are left floating in space, with no visible indication of their relation to the whole set-up. One alternative would be "New-York-New-London," but that would look as "funny" as the cited form. A possibility would be "New-York-New-London train," with the double or German hyphen in the middle. That again would have for most of us a freakish appearance. Unless space conditions make it impos-

firms published advertisements containing cartoons of the owners and their staffs, and the average citizen was expected to greet everyone he met and also make ten or more new acquaintances during the week.

All business folk wore badges telling who they were, and the local newspaper printed articles about the city's churches, lodges, schools, industries, et cetera. It was an event that Burlington will not soon forget—folks there really feel they know one another now.

sible, why not try "the New York and New London train"? This again is far from perfect. You *could* write or print "the NewYork-NewLondon train"; this would break no law of God or man—but it looks barbarous. So: If for any reason, as space or the sacredness of copy, the compound cannot be paraphrased (as "the train from New York to New London"), it seems all we can do is accept the patchy-looking compound—or boldly omit the hyphen and make it "the New York New London train." I don't know that anyone ever dared do it, but it's a rather luring possibility.

When's Vowel Not Vowel?

Is "a one-em dash" correct? When did "o" stop being a vowel?—*Ohio*.

The letter "o" stops being a vowel when it represents a consonant sound, as in this example. The word "one," spoken, begins with the sound of "w," as if written "wun."

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209 N. Fifth St. Phone 917.
Established Feb. 1, 1908.

through its book department. There are other good books on the list; why not write for a copy of it?

Not so Tough!

How would you write or set the present participle of the verb "to alibi"?—*Wisconsin*.

"Alibiing." A really tough one is the past tense of the verb "to ski," as in "They skied down the mountain." It looks funny, but—



By FORREST RUNDELL

During the war emergency, sell printing, but don't sell a single piece or order that is not essential and necessary.—E. W. Palmer, Deputy Chief, Printing and Publishing Branch, War Production Board.

Here is a direct challenge to every one who sells printing. American industry is engaged in an "all-out" effort to defeat the Axis. How many printing salesmen can honestly say as much about their own activities?

Of course, it has not been easy for printers to decide just what they could do. The writer's neighbor, who is a foreman in an airplane factory, can look up into the sky and say "There go four of the new fighter planes we are building. And can they travel." The printer, on the other hand, often does not know just what part his work plays in the whole effort. Overflow work from the Government Printing Office is obviously essential. Orders from concerns completely given over to war work are almost as necessary. Other printing orders are required in the business of maintaining—to quote Mr. Palmer again—"as virile a civilian economy as is consistent with the war program." But beyond this the picture becomes cloudy.

No industry can dodge its responsibility in this "all-out" war. No red-blooded American wants to dodge. But printing is in a tough spot. Unless by working from within it can make itself completely indispensable it may soon find that it can only get labor and

supplies sufficient for that portion of its activities which the Government regards as essential. Already we are encountering difficulty in securing competent help. And after seeing a big two-color press out of production for eleven consecutive shifts because the machinists needed to repair it could not be secured, the writer has a picture of what may be coming. William A. Batt, of the War Production Board, has said that American industry must prepare to "patch and pray" if it is to keep the wheels turning. It may be that the printing industry will also have to pray for something to patch with; and for labor to do the patching.

Since it is the salesman who contacts the customer, any effort to eliminate non-essentials must begin with him. It would be a hardship to ask any individual salesman to make the decision as to whether or not any given order is essential. His competitors might give themselves the benefit of the doubt. Such decisions undoubtedly must be made through rules or recommendations established by the industry as a whole. But there are many things the individual salesman can do to eliminate non-essentials. Here are a few of them:

1. Cut down the use of binding wire. At the moment this involves our most serious shortage in the critical metals. Whenever possible, get the customer to use a folder instead of a stitched booklet. If a stitched booklet *must* be used, try to cut down the number of wires.

2. Coöperate in the drive to scrap all obsolete cuts. If we can get in all the old metal in the plates the Government has ordered scrapped it will help. It will help still more if we can persuade customers to scrap their plates as soon as they are through with them, even though they are not obsolete in the strict meaning of the order.

3. Get your customers' permission to kill all standing matter; type, engravings, and electrotypes; as soon as possible after printing. The faster the industry can turn over its metal, the smaller the amount of critical metals tied up.

4. Now, more than ever before, we need to fit our printing to standard sizes of paper. At present there is nothing even remotely resembling a paper shortage; but possibilities of trouble lurk here, too. Maintenance may be the big problem. New parts require critical metals to make them and machinists who are needed elsewhere to come and install them. Fourdrinier wires are made of high-grade bronze (a critical metal), require considerable labor to manufacture, and last from three to four weeks. Loggers are needed in activities directly connected with war work. Transportation may be a serious problem.

5. Printing salesmen can do their bit to help the transportation problem by buying mill shipments from the nearest mill available instead of having it hauled half-way across the continent. If a Boston printer buys a carload of paper from a Michigan mill when he could do about as well in Maine, he is wasting freight-car space.

6. Also on transportation; printing salesmen can help conserve tires by getting customers to order far enough ahead to have the paper brought in by rail instead of overnight by truck. Persuading some customers to order further ahead may be something like changing a leopard's spots, but there is a war on and some customers are willing to make sacrifices to help win it.

7. A favorite device to bring down the unit cost of printing is the over-order. The printing salesman persuades the buyer to gamble on saving money by buying extra copies that he may or may not use in the future. Such orders need to be scrutinized carefully these days to see if they are necessary.

These are only a few of the things the printing industry can do to fit itself into the war effort. It has the opportunity now to make itself necessary. If it muffs its chance, and the war spreads over a period of years, the Government may feel called upon to step in and restrict its activities. The sooner the printing industry makes itself completely essential, the better chance it has of going through the war intact.

SPECIMEN REVIEW

By J. L. Frazier



Items submitted must be sent to this department flat, not rolled or folded, and marked "For Criticism." Replies cannot be mailed

THE PERRIN TYPOGRAPHERS, of Kansas City, Missouri.—Your folder showing a single line and sometimes two lines of your different types, and supplementing your complete type book is all right. Inside pages showing lines are commendably handled. The impressive title page would be more impressive if the signature line near bottom were set at same angle off the horizontal as two big lines "Type of Distinction" above. As it is, the two units don't work together to form a homogeneous whole. Agree?

PROHASKA PRINTING COMPANY, of East St. Louis, Illinois.—Your "Protect Them" blotter is good, but would be better if two lines following "buy war bonds and stamps" were closer to the main line. It would provide a more interesting distribution of white space though the words "Protect them" should be lowered for the same purpose, and another that of having closely related copy close in type. With the secondary display so far from top display as printed it should be started with a cap "B."

ROBERT RANDOLPH KARCH, Printing High School, Cincinnati, Ohio.—The school calendar which your students produced from odds and ends looks like anything but a warmed-over dish. The cover, in four-color process, might have been done in any first-class shop in the country. Besides a very legible calendar, each page carries an illustration of one of the subjects taught at the high school—hand composition, salesmanship, offset platemaking, estimating, *et cetera*. Important school dates are noted on the calendar pages, which are 4 by 6 1/4 inches, printed on scrap enamel stock.

THE PLEASANTON TIMES, of Pleasanton, California.—Your folder title pages are neat and attractive. Though not of particularly inspired or outstanding layout, they make an excellent impression and, of course, such pieces are not expected to be in competition for attention or to sell. The paper's notehead is properly more dramatic, yet in excellent taste. Guard against setting lines of display too close as is the case in main group of one, "Graduation Exercises 1942 (Elementary School)." In an open page

like this lines should be spaced out more than in one where there is more copy, in short spacing is largely a relative matter.

VALLIANT PRINTING COMPANY, Albuquerque, New Mexico.—You do wonderfully well handling the magazine "New Mexico." Typography is good, the pages look interesting. With so many halftones, some in four-color process, presswork is perhaps the more important and this you've accomplished to a queen's taste. With good photographs to start with your pressman has followed through with expert

the advertiser's name was to suggest copy wouldn't do the job and the big signature was depended upon to get some benefit at least. Now your copy is interesting and pointed. We feel, maybe, the big line will exert so much eye-appeal as to cause readers to pass over the text lightly, if, indeed, they read it at all.

MARKEN MACHINE COMPANY, Keene, New Hampshire.—The catalog of your Variable Designation Marking Machines is well handled throughout along sound, modern layout lines. The very deep orange

makes a fine second color and using it for the heavy halftones of inside pages was an inspiration. Illustrations of items are in sufficient detail and solid background is much more satisfactory than if black. We've noted more printing of illustrations in color which would ordinarily be printed in black recently than in years. The idea appears all but a recent invention. On occasions, as here, it's a nice change of pace. We regret space prohibits a detailed description, further that the character of the piece is such an illustration is impossible in space available. Circulars accompanying, while less distinctive, are good.

N. S. YAFFE PRINTING COMPANY, Omaha, Nebraska.—"We're in the Army Now" is an attractive folder. Text on page 3, signed Sol and Irv, indicates they're Junior Yaffes "bidding on the biggest job" they've yet seen. It's neat copy all through, human too, as witness, "Dad will be all alone and running the printing shop

by himself like he did thirty-five years ago." Another good paragraph is "Please don't get too harsh on him and don't wait for him to come around and see you about your printing needs." The only thing about the piece we don't like is the signature group on page 2 where the name line in extra condensed caps is not in harmony with the other type. Being so large, a rather too commercial note is introduced, for which reason, too, we'd prefer it on the fourth page left blank. If idea and copy are strong and impressive name of advertiser may be small.

THE HOMEWOOD PRESS, Toledo, Ohio.—Your latest blotter strikes an entirely new note and compels attention. Printed the



A page, designed by Raymond F. DaBoll, from the 1942 edition of "the twenty-seven," a book of samples prepared by twenty-seven top-flight Chicago artists

makeready and handling of the fine engravings otherwise, and it is plain from the dense solids and clean highlights that a good grade of ink was used. The editor is also to be congratulated as he has published manifestly readable copy.

JAMES E. SHAW, Buffalo, New York.—"In a Hurry" is an impressive blotter. To-the-point copy is set in the brilliant Bodoni Bold and printed in green and a medium red-brown (for heading and signature) thereby accenting brilliance. There is just one point, the signature line should not be larger than the heading. In the first place it gives the piece a bottom-heavy effect. In the second place someone once said that to overemphasize



DEVINY DAY IN ATLANTA

The power of large halftones is shown in cover of a 6- by 9-inch menu for dinner in honor of John J. Deviny. Printed in black, red, and blue by Higgins-McArthur Company, Atlanta, Georgia



The vacation spirit as it is expressed on the front cover of the house-organ of The Jaqua Company, Grand Rapids, Michigan. Printed in green and brown on gray stock. Size: 6 by 9 inches

narrow way, unusual, the base is a solid yellow panel 14 by 41 picas printed slantwise, leaning correctly to the left. Overprinting are single line specimens of some of your types and they're dandies, among the best. Type lines are fourteen picas long, reach both side edges. Above specimen lines, also overprinting yellow, are a few lines of text telling about the modern character of your plant, a combination rule band in red following. At bottom of yellow panel a three-point rule in red precedes signature group printed black on white, at left of which red panel with "H" showing reverse color adds interest and effect of balance. It's a good idea for a blotter, a neat way of showing type specimens, in all ways we'd say good advertising, and on top of that an idea others could adapt.

GENERAL PRINTING COMPANY, of Springfield, Massachusetts.—Your booklet, "S-4," should prove to be a powerful weapon in our fight to keep the temper of the production workers at fighting pitch. Produced primarily for distribution at an annual banquet of the Springfield Advertising Club, this 12- by 12-inch booklet carries the power usually present only in a larger size. This power is accomplished by a judicious combination of large photographs of various phases of production, strong display headings, and copy that makes you smell the sweat and smoke of a war plant. The body type (eighteen-point Tower) is sturdy enough to carry the heavy weight of this strong copy

on its shoulders, and fits in well with the S-4 theme of the piece (Sweat, Speed, Skill, Service). Printed in offset, red and black, the few large blocks of color do much to strengthen the effect of the illustrations. Copy was by Kenneth Hinshaw.

THE TWENTY-SEVEN, Chicago.—The twenty-seven artists who annually cooperate to produce this volume have not only produced an outstanding piece of printing, which is a powerful promotion piece for their wares, but they have packed the book so full of originality in design that those who receive it look forward to its issue for inspiration in the planning of printed matter. Each artist contributes one of the four-page inserts which are for the most part examples of work they have produced during the year. Plastic bound, the plan permits the use of a variety of treatments in letterpress and offset, on antique and coated papers, using line or halftone illustrations in one or several colors. As the back cover states, "no one concern can be credited with this book. It contains the work of various engravers, typographers, printers, and electrotypers, and papers from various manufacturers." And the imprint lines indicate they are leaders in the graphic arts in the Chicago area.

MERCANTILE PRINTING COMPANY, Honolulu, Hawaii.—Your patriotic hangers, stickers, and blotters carry a sentiment with which we all heartily agree. The two hangers carry the most effective copy. One of them has the heading:

Does **RATIONING** get your goat?

Do you pronounce it **RATIONING** or do you say **RANBUNING**?

You would not have a worry in the world if you bought your gasoline in these round-the-world cities . . . or would you?

EASTON PRINTING CO.
320 N. Green St. 1171 Easton, Penna.

	Per Gal.	+ Tax
Home . . .	1.12	.02
Havana . .	.30	.101
Algiers . .	.60	.51
Capetown .	.395	.125
Stockholm .	.675	.134
Bombay . .	.395	.204
Dublin . .	.17	.21
Hongkong .	.30	.161
Istanbul . .	.715	.164

Tahiti (No gas at any price)

BALANCE

For a satisfactory product, opposing factors must balance . . . except in Kant-Slip Marginally-Punched Forms. Paradoxically enough, their higher quality makes for lower price . . . giving you the utmost for your money.

KANT PRINTERS LIMITED

OTTAWA



CANADA



Top: This timely blotter wins attention with its patriotic color scheme of red and blue on white. Size 8 by 3½ inches. Bottom: Screwly artwork puts over this 9- by 4-inch blotter. Illustration dark blue, type in black, on pale blue stock



A PRINTER'S PLEDGE

We pledge that insofar as we are able to prevent, Printing, the Mother of Progress, shall not be the means of advocating the overthrow or abandonment of our form of democratic government, guaranteeing to its people freedom of thought, speech, action and religion, and we will not print, or cause to be printed, any matter of a subversive nature.

Nonpareil Printing Co.

326 Market Street Phone 1296
HAMILTON, OHIO

Small card (3 1/8 by 6 1/8 inches) printed in red and blue for distribution as a desk motto. A good idea in times like these

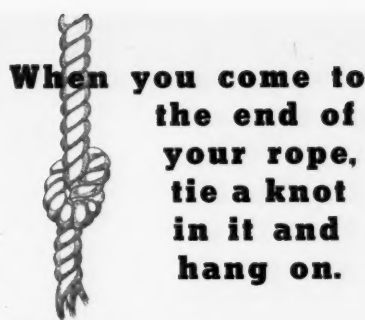
"Wanted for Murder," with a line drawing of a Jap, in convict pose, with "Dec. 7, 1941" on his chest in lieu of a prison number. "Warning—this criminal is both heavily armed and dangerous at all times," follows through with a paragraph of copy along those lines, and winds up with "Reward. For the capture of this murderous lunatic the reward is FREEDOM, SECURITY, PEACE." The other hanger shows a monkey with his hand over his mouth, giving as his "Morning Prayer" the copy "Oh, Lord! Help Me to Keep My Damn MOUTH SHUT!" The blotters and stickers, carrying such great slogans as "Remember Pearl Harbor," and "Speak American," probably are very popular in Honolulu, as the "Jap Hunting License" also must be. Typography and layout are far from good, but the copy is so effective that it saves the various pieces. Too, no one should forget to "Remember Pearl Harbor."

MEDUSA PORTLAND CEMENT COMPANY, Cleveland, Ohio.—Anniversary books are popular these days, offering a fine opportunity to do institutional advertising, and the book, "Through Fifty Years With Medusa," is one of the most elaborate we have seen. The cover is its richest feature, with gold stamping on heavy blue suede paper, and with a white embossed die-cut face of the Greek goddess Medusa attached near the top of the page. The book has fifty-six 9- by 12-inch pages, with ivory antique laid end sheets, and is bound in heavy boards. Types used are Lydian and Lydian Italic for the display, with Bodoni text carrying a pica linespacing. The book is divided into four sections: Organization of the com-

pany, its development, its products, and its personnel. Divider pages are printed in red, green, and black. Numerous large halftone views of the plants and pictures of the officers make the interesting copy that much easier to read. It is too bad that a book as nice as this carries no printer's imprint. The cover and binding were done by Mueller Art Cover Company, Cleveland.

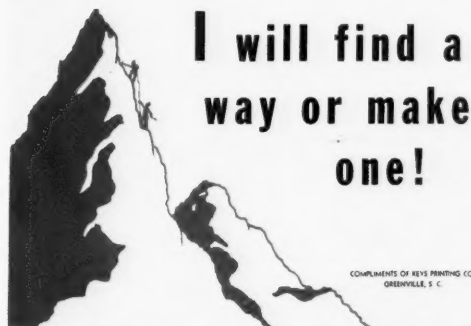
BUSHONG & COMPANY, Portland, Oregon.—Both the April 23rd and the special issue of your house magazine "Bo's'n's Whistle" commemorating launching of S. S. George Vancouver are top flight in every respect. We've seen no such publication more interesting in makeup, more colorful in colors themselves and illustrations, or superior presswork. Reading is a delight, text being in ten-point Bookman or equivalent with adequate leading. The face lays enough ink on paper to be readable, too often we find delicate and hairline types used on coated stock, these being then hard to read. The April issue bears a most unusual feature, one others could adapt. Across are three rows of halftones in groups in black. Between them and covering what would be margin is a heavy orange background printed from a halftone (cut out for pictures) made from photograph of a large crowd of men photographed from above. This is not the real feature of the spread. That is the large "V" practically the height of the page cut out from both halftones and showing white stock. It is a knockout, an idea many readers can adapt profitably.

HOWARD N. KING, York, Pennsylvania.—The brochure, "Keeping the Eyes of Los Angeles Young," which was designed for the Intertype Corporation to announce a change in type dress of the Los Angeles *Herald and Express*, certainly has very few faults, if any. The eight 9- by 12-inch pages give room to work with, and the various elements of these pages have been handled very nicely. The text was set in fourteen-point Egmont Medium, with plenty of leading (which this type must have), and headings were set in twenty-four-point Egmont Medium Italic. The cover, printed in black and white on antique blue stock, could be a little brighter (as you have suggested), but it is very neat and sets the motif for the entire brochure. The strip of film which is printed across each page and leads from one part of the story to another is a good idea, and the modern little thumbnails on each page also help carry the story. The large photographs of prominent officials and movie stars reading copies of the newspaper are effective, but isn't it possible that



When you come to the end of your rope, tie a knot in it and hang on.

COMPLIMENTS OF KEYS PRINTING COMPANY, GREENVILLE, S. C.



I will find a way or make one!

COMPLIMENTS OF KEYS PRINTING CO., GREENVILLE, S. C.

Two 11- by 8 3/4-inch motto cards by Keys Printing Company, Greenville, South Carolina, punched to hang on wall. The top card is black and brown on white. Bottom card black and blue on pink

The Work of Paul McPharlin



book design • illustration • puppets
puppet plays • stage & scene design
furnishings & interior architecture
industrial design • prints • lettering
typography • sketches • drawings

A DEFINITIVE EXHIBITION IN THE NEW GALLERY OF THE
EVANSVILLE PUBLIC MUSEUM AT 216 Nw SECOND STREET

This press set in Lydian and Lydian Italic at the Printing House of Robert Williams, 109 Seymour Street
Litho by A. Burton Carter, Evansville, Indiana

Announcement card printed by Robert Williams, Evansville, Indiana, in black and magenta, on green stock. Size 5 3/4 by 3 3/4 inches



The Graphic Arts Group
presents a premiere showing of

original art
& reproductions

TIME
covers
& maps

and a display How a TIME Map is Made

Inside fold of a French folder printed on white laid paper by Robert Williams, Evansville, Indiana, and folded to 9 by 6 inches

**PRINTING
CAN HELP
SPEED ROUTINE**

PHONE

5146

Our complete service offers you the assistance of skilled craftsmen for the creation of

SALES PROMOTION

DIRECT MAIL

ADVERTISING

COPY and ART

LETTERHEADS

OFFICE FORMS

POSTERS

DISPLAYS

PUBLIC RELATIONS

PUBLICITY

and for production of

PHOTO-ENGRAVINGS

LETTERPRESS PRINTING

OFFSET-LITHOGRAPHY

PLASTIC BINDINGS

KELLER-CRESCENT CO.

RIVERSIDE 47 ACUT + EVANSVILLE, INDIANA

**SEE GERMANY AND JAPAN
FROM THE SKY**

TRIPS MADE NIGHTLY



JOIN THE UNITED STATES AIR FORCE

Compliments of AHRENDT, INC., Printers and Thermographers, N. Y. C.

At top: A powerful blotter in green and black on white by Keller-Crescent Co., Evansville, Indiana
Bottom: Display card thermographed red and blue by Ahrendt, New York City. Size 8½ by 3¾ inches

these would be more effective if cropped to irregular shapes? All in all, this brochure should sell quite a few people on the advisability of modernization of newspaper body types.

BRUCE CRAWFORD, Rochester Athenaeum and Mechanics Institute, Rochester, New York.—Sometimes a student catches the feel of a printed piece instinctively, and produces a job that would do credit to a more advanced craftsman. Your 6- by 9-inch booklet, of twenty-eight pages and blue end sheets, "John Gutenberg & His Invention of Printing," is just such an item. Type, paper, color—all combine

to make this a beautiful piece of printing. First, your choice of blue and red inks with which to print the type and design on the light blue laid antique cover stock was just right—a slight difference in tone either way would have lowered the effect. Second, your choice of Ludlow and Monotype Garamond for the display, and twelve-point Linotype Garamond for the text is entirely in keeping with your subject, which is a reprint of a radio script of a dramatization of Gutenberg's life, by Douglas C. McMurtrie, broadcast from the International Craftsmen's convention in 1940. The white laid paper with deckle

edge blends beautifully with the Garamond. Generous page margins and spacing are nice, although the title page could have been made to appear just a trifle less crowded without harming the general effect. A job well done, especially for a printing school senior student.

BURKE & GREGORY, Norfolk, Virginia.—The difference between your new and old letterheads, the latter in green ink on yellow stock, is comparable with that between daylight and darkness. The old is a centered (static) arrangement on which the only line to show up well is set in an old-fashioned facsimile shaded copperplate engraved letter. In light-face Kabel the other lines don't show up because the green ink is not strong enough in relation to the yellow paper. The new design is of modern layout, with a most unusual feature. Printed in red and black on the near-white stock, every line is clear and easily readable. The original feature leads off with the twelve-point rule in red, bleeding off at left and top and extending down the left-hand side of sheet eight picas. From the lower left corner of this a fine red line extends horizontally to about the middle of the sheet where it runs into element of "P" in line "Printers, Binders, Lithographers." This, in cursive lettering, is also red. The fine red line leads from the "s" of the last word, bleeding off right-hand side. Address in black, possibly a size too large, is below the cursive line. With name in condensed contrasting type above the fine red line, the effect is free and easy—dramatic indeed, as compared with the static, centered original. It is a thing exceptionally well done.

KENNETH A. HULL, Detroit, Michigan.—With so many names and addresses of officers and candidates of the typographical union you faced a difficult problem with the Detroit Independent Club. You did well. In view of the great amount of other matter a full two-inch wide column of names on left side, for example, with quite a sizable group in upper right-hand corner the name seems small. It stands out quite well, thanks to the interesting two-color initials "D," "I," and "C" made up from pieces cast for the purpose but we feel the remaining letters of each word might be one size larger with the matter at the right, which, set altogether in caps, appears monotonous and is not too easy to read especially with lines spaced so closely. Cut-offs should be of single line, not too heavy and thin. The double rule used is unsuited to the sans-serif type used for the name, of a type harmonious with contrasting types like Bodoni. The card promoting your candidacy for the office of delegate, a folder die-cut to the shape of a sombrero, is a dandy. Outside of brown suede-finished stock bears the union label in deep brown on the back, a line illustration of the hat on the front. Indicating the hat in the ring it's an idea many printers should be able to sell candidates for office in their communities in lieu of the conventional card. Inside typography, unfortunately, is anything but distinguished. It is first

Buy Bonds

to


Buy Bombs

to

Bomb Bums!

CHATS

July, 1942



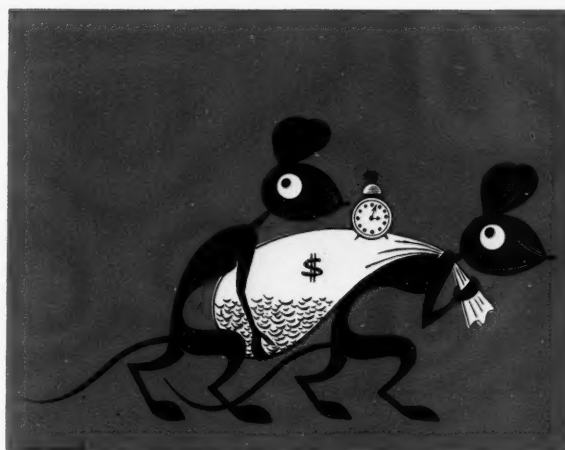
from the Friendly Doorway

CLARK SPRAGUE PRINTING CO.

Front and back covers of the house-organ of Clark-Sprague Printing Company, St. Louis. Page size of this interesting little publication is 4½ by 6 inches. Colors are black and brown on gray laid paper

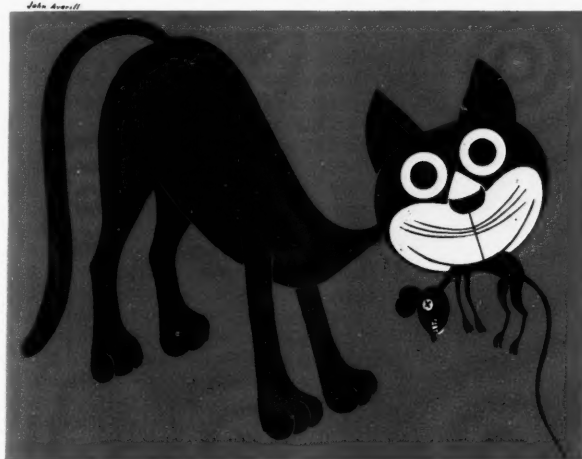
of all entirely too crowded, secondly types used are not harmonious.

THE FAIRFIELD News, Fairfield, Connecticut.—Your big thirty-six-page issue of August 7, which from figures on masthead we assume to be your Twentieth Anniversary issue, is creditable to all having a hand in its production. Most commendable of all features is the front page of section one. A large halftone fills the page below the masthead. The lower half of this features a combination of three pictures, one a countryside (a golf course), one a water scene, and one a church (town). Old Glory occupies the upper left-hand corner of the halftone seemingly being held into the scene. To the right of the flag and



This folder, designed by John Averill, is one of a series by Chicago designers. Front cover (above), and inside spread (below), printed in black and yellow on white dull-coated enamel. Size 11 by 8½ inches

ing a band across top and another across bottom with considerable white between, our first idea was it was a package label. However, it isn't and the card is different enough to make itself noticed. The dinner dance announcement of the Uptown Chamber of Commerce would be better if the first line (name) were stronger. In the size used for the line the beautiful Trafton Script is weak in comparison with the rather fat square-serifed caps used for lines below. Indeed in these caps less important copy is made to look more important and in addition so many lines set all-caps in succession develop a monotonous, crowded effect. The red is a bit too strong



An ounce of prevention etc.

Before we start a job for a client we examine it from all angles to make sure that everything has been done to assure a successful conclusion. Eliminating difficulties before they develop saves the client both time and money. This takes more than mere experience. We say it takes imagination. We can cite many specific instances in which we caught errors not readily discernible to ordinary eyes. If we are not already doing so, may we soon show you how our imagination will make your work easier and less worrisome?

D F Keller Company PRINTERS • DESIGNERS • LITHOGRAPHERS

Come and see our modern plant at 3005 Franklin Boulevard, Chicago

Or telephone us at Van Buren 4030

WITH IMAGINATION

above pictures and against nicely clouded sky a poem follows "This is Worth Fighting For" and "Not Ours, the Land" in display appears. This page, also pages 2, 11, and 12 are printed in blue, making, in effect, a cover for the front section. The next point of distinction is that your display types are smarter and newer than those owned by most papers published in cities of the size. Advertisements are fairly well set. Space doesn't permit going into much detail suggesting improvements, even in an above-average paper, which the *News* certainly is. However, just to keep the boys of the shop strong, a point or two. News headlines could be spaced out somewhat. The pyramiding of advertisements, that is banking them, as it were, in the right-hand corner, below and to right of imaginary line extending from lower left to upper right-hand corner, would make for better system. Anyhow, do the two things suggested then let us see a copy and we'll get into fine points. Presswork is excellent.

KAY & DAMMEYER, of New York City.—The examples of your work you submit are on the whole excellent, your own business card in deep blue and silver on white and the booklet cover "West of Central Park Association" being the outstanding items. With the former featur-

Envelope stuffer printed by Cullom & Ghermer. Red and blue on white card. Size 3 by 5 inches

HELP Take the—

NIP out of Nippon

GERM out of Germany

IT out of Italy

Buy U. S. War Bonds

CULLOM & GHERMER CO.
Printers—Publishers—Lithographers
Nashville, Tenn.

for the blue on the title page of the Red Men's program for the Binghamton meeting and we don't consider it proper that "Binghamton, N. Y." should be the most prominent display. The great De Vinne advised young compositors when about to set display that the answers to (1) who or what, (2) when and (3) where determined the order of display prominence. Following that rule you would have used for the major display "Great Council of the Improved Order of Red Men." Second display would be "Sixty-ninth Session" so you see "Sixty-ninth" is over-size, anyhow it should not stand out alone as handled but together with "Session." Presswork is highly commendable.

HULL MUNICIPAL TECHNICAL COLLEGE, Hull, England.—Congratulations—sincerest congratulations, indeed—on the Year Book (1941-42) of the School of Printing. Considering the man's size job Old England has had on its hands since '39 we're amazed such a book was issued at all. Yet, if memory serves (and ours, we think, is good), this, we believe, offers less opportunity for constructive and justified criticism than any we've received. The cover is extremely simple but powerful and interesting. "Year Book" in relatively very large letters



Cover of Birmingham & Prosser Company house-organ, printed by Jaqua Company, Grand Rapids



To keep the eagle screaming we must continue advertising in order to keep business going, so that men and women can continue to work and earn and thus buy more war savings bonds so that America will keep going. . . In this way we will keep the eagle screaming.



Inside cover of house-organ at left. Brown and blue on pink antique cover. Size 6 by 9 inches



Why Not Open a SECOND FRONT?

If you are depending on personal sales calls to keep your business moving at a fast pace, you are fighting a losing battle in these days of rationing and shortages.

Direct Mail Advertising can be your Second Front! Plan to replace each discontinued personal call with an attractive printed sales message containing a real selling punch . . . Call the "Franklin," JA 7281, for more information about this new strategy.

THE FRANKLIN PRINTING CO., Incorporated, 415 W. Main St., Louisville, Ky.

A blotter 8 by 3 3/4 inches printed in light and dark green and red on a pale green uncoated stock

The York Trade Compositor



THE YORK COMPOSITION COMPANY
BIRMAN AND ROSE AVENUES IN YORK, PENNSYLVANIA

Cover of house-organ, 4 1/4 by 6 3/4 inches, printed in dark blue and tan on yellow antique stock



Nurdling the Bumps and Slumps

"Life always has its bumps and slumps," says Horace Amesley Vachell in a book I have just finished reading. He goes on to say: "One must expect bumps and slumps, mustn't one? During the slumps, my dear Mr. Bambury, holders of securities should exercise strict economy."

"A keen observer of life is Vachell," thought I, as I read the passage again. I knew his reputation as the author of "Quineys," both the book and the play, and remembered the sayings and vagaries of the old antique dealer.

While working on the Baltimore Sun about the time the first World War started a friendship began with a publicity man who thrived

YORK TRADE COMPOSITOR

Typical inside page of the same house-organ, printed in three colors on pale green laid paper

for the 8 1/2- by 11-inch pages appears near top somewhat to left of lateral center in light blue on the India tint stock. The light blue ink doesn't weaken its prominence but is in better taste than black would be for such big letters. Below is a blue band rounded on left and bleeding off right edge of page. It is three inches long—about three-quarters-inch high. Overprinting in black is "Session 1941-42," black also being used for name of school a full line and in relatively small type which is yet large enough. That is all but it's quite enough to amount to a cover that's as effective—yes, and as attractive—as it is simple. The title page is also interesting and attractive; indeed, all typography is so good we wish there were more of it. Presswork—letterpress, off-set, and gravure—seems to this commentator to be just about perfect. We wish the schools of printing of our country had gone into this sort of thing—believe the inspiration it would give pupils would not only have developed better craftsmen of those starting out in schools but helped to keep them interested and from leaving the trade.

CARL A. OSTLING, of Warren, Ohio.—Inside pages of the Charter Presentation Banquet of the Exchange Club are satisfactory enough, though the rules in gold in line with "Menu," the letters of which are one atop the other, word and rules forming band on page 2, overpower the light-face type. The title page is not, however, satisfactory. In the first place shapes of type are not harmonious, too many styles (4) are used for the few lines. Perhaps the fault of the design being bottom-heavy is greater, affecting the all-over appearance more than the type. There's an old and sound rule that the major weight should be at or near the top, preferably, when possible, the center of the design should coincide with the center of a line dividing the page in two parts of pleasing relationship, say the ratio of 2 to 3. With more than one group in a design the main (larger) one should be above the point mentioned in reverse ratio as to size as the lower group is below. While the optical center is but slightly above actual center, proportion and balance are both served when balance is from the center of the 2-3 line. One trouble aside from appearance when the bulk of a design or major accent is below center is that one is drawn away from what is near top. Now the band of rules leading down from center of top edge of page to round emblem mean little if anything. However, if idea is to be retained, let them be much shorter so emblem and "Charter Presentation Banquet" can be higher. With this done size of Banquet increased and size of "The Exchange Club" reduced, with gold line below eliminated, balance would be good.

THE COLLEGE PRESS, Berrien Springs, Michigan.—The work you submit is of fair grade to be made very good by a few changes mostly involving better utilization of white space. Take the blotter "We Plead - - - - Guilty" (Why the hyphens?). Too much space is

given over to the signature group, the lines of which while relatively large are short, white space at ends added to that between lines making too much in bottom half. Some of this excess white space could have been utilized for a larger size of text, or spacing the lines farther apart, and, possibly, larger type for the head. Or, referring back to the hyphens, undoubtedly utilized to make the headline measure of body. There's no reason why the headings should be as long a line as body measure. One more point about the blotter. Yellow is a very poor color for printing lines of type. In value it is nearest white so type printed in yellow lacks contrast on white paper to stand out and be clear. Orange is but a bit better than yellow, especially when it is more yellow than red. You started out with an interesting idea on handling the circular "Yes, we have something to sell." Unfortunately there is too much white space throughout, another way of saying type is too small. In our opinion only the signature lines are large enough; being largest and most prominent they overbalance the matter above, draw attention to what precedes. Indeed the message itself is so weak, due to being in such small type, we'd wager most who saw the piece jumped from head to signature, if they didn't see just the latter and quit attention. Your envelope is well displayed.

WALTER AMSHEY, of Cicero, Illinois.—Our compliments on the exceptionally fine manner in which you have submitted the batch of specimens for review. We can well imagine the pleasure you had in planning and completing this unusually attractive folder, for it shows the work of a true craftsman, one who does actually love printing and all it stands for. For the benefit of other readers let us say that Amshey submitted these specimens in a large folder, approximately 12 by 15 inches in size, made out of a heavy double thick cover stock, a brilliant red in color, flaps extending at the bottom and turned inside to provide pockets for the specimens. On the front, in the upper right, cut from a blue cover stock, was an arrow 1½ inches wide by 7 inches long, double pointed so the red showing through gave the appearance of a bar near the point, this carrying the initials of the editor, J L F, in white ink, the arrow pointing to the ribbon tie just above center at right. This ribbon tie was a 1½-inch satin ribbon, and was run through slits at either side, on both front and back, so that on the inside of the folder it held the mounted specimens in place. Across the ribbon on the inside as the folder was opened appeared "Mr. J. L. Frazier" on the left side and "for Criticism" on the right side, printed in red, in Bernhard Modern, 48-point. The specimens themselves were neatly mounted on heavy blue cover stock, 11 by 14 inches in size, and the letter of transmittal was typed on white cover in red, with red dash lines outlining to letterhead size, even the signature being in red ink to match the typewriting. Truly it's a honey.

"GOSH! NO GAS!"



Maybe your salesmen can't drive because of gas and tire rationing—or can't ride the railroads because of war traffic—or can't fly because of priorities—but, you can reach your prospects with printed salesmen.

There is plenty of paper, lots of ink,—the mail is still going through, and here is a printer who can help you plan and will produce printed salesmen who will sell your merchandise or service.

WE INTRODUCE:

MR. CATALOG Ace Salesman. He will carry your full line and tell your prospects all about your merchandise, stressing the salient features. He can quote prices too, or you can employ his little brother, Master Price List, to break the news about the cost.

HERE IS MR. FLYER. He will get around too and see all your prospects and present items you wish to push extra hard; or he'll tell about new ideas or gadgets your customers are waiting for to snap up their sales. Mr. Flyer is inexpensive but he's a live-wire, and a producer.

MR. BROADSIDE is a cousin of Mr. Flyer. He doesn't carry so many pictures but he'll do a good job on one item—or a few, and put your selling points over with a bang.

MR. BOOKLET is a dignified fellow. He doesn't go in for high pressure stuff, but if you have a story to tell your prospects or customers, (maybe about how you're helping Uncle Sam lick the Japs, and so you can't let them have this or that, right now, but you wish you could, and you will as soon as the war is over) he is just the boy to put it across and leave a lot of good-will for you in the years to come.

So don't tear your hair about "no gas," and the high cost of travel, and all the young fellows in the army and navy; call us up or send in the post card and we'll come thru with just the help you need to put one or more of these fellows to work for you—and here's good news these printed salesmen don't cost any more now than they would have a year or two ago.

PRINTING PRODUCTS CORPORATION

Printing for Sales Promotion

Polk and La Salle Streets . . . Phone Wabash 3380 . . . Chicago, Illinois

No Gas!
No R.R. Tickets!
No room on Planes!
Make plans now for fall and winter sales—hire Mr. Catalog, Mr. Flyer, Mr. Broadside or Mr. Booklet to bring in the bacon—we'll show you how they do it if you fill in and mail the card.

LET'S GO!



PRINTING PRODUCTS CORPORATION

Polk and La Salle Streets, Chicago

Yes, Printing Products, we like your printed salesman idea and would like to go into it with you—



Come and See Us.

And Ask for Mr.

Name

Address

A clever mailing piece with breezy copy and illustrations, which should bring many returns to Printing Products Corporation on the perforated business-reply card in the lower right-hand corner. Type was black on the original, with little figures at left printed in blue and yellow. Printed on a light-weight, white card, 9½ by 13½ inches, it was scored and folded twice to 9½ by 4¾ inches



To retain good-will is simple. Rebuilding it after neglect is difficult and costly.

Advertising "FOR THE DURATION" will Pay

THE F. A. BASSETTE COMPANY • PRINTERS • SPRINGFIELD, MASSACHUSETTS

A dignified 7¼- by 3¾-inch blotter printed by the F. A. Bassette Company, Springfield, Massachusetts

NEW CONTEST

Use Those Ideas !

IN the hope that it will inspire you to new heights, THE INLAND PRINTER invites you to design a letterhead for its own use. We want your ideas; you and other printers will be able to design letterheads for yourselves and customers by adapting reproductions to be shown in later issues.

Remember, even though the prizes are decidedly worth trying for, they are really the least of the benefits this contest offers you. The greatest advantage is the opportunity to gain new ideas as to the many attractive ways in which a single piece of copy may be set. The many entries which are to be shown offer you this privilege of studying and learning.

Use this copy: Tradepress Publishing Corporation, American Hairdresser, Chemical Industries, The Inland Printer, Rock Products. 309 West Jackson Boulevard, Chicago, Illinois.

The Rules: Submit fifteen proofs in two colors, one of which may be black. Any color stock may be used. Also, three proofs in *black ink on white stock* of each form separately. All copy must appear across top of 8½-by 11-inch sheet (regular letterhead size). Type and cast ornaments only to be used. No special drawings permitted.

Proofs must be mailed flat. Name and address must *only* appear on the back of one of the two-color letterheads.

Closing Date: January 10, 1943. Address entries to the Contest Editor, The Inland Printer, 309 West Jackson Boulevard, Chicago, Illinois.

PRIZES: FIRST PRIZE: \$25 — SECOND PRIZE: \$15 — THIRD PRIZE: \$10

Fourth Prize: A two-years subscription to THE INLAND PRINTER. Fifth Prize: One-year subscription to THE INLAND PRINTER. A six-months subscription to each of the five next-highest-ranking contestants. Duplicate awards in case of ties.

OFFSET TECHNIQUE

Questions about offset are welcomed and will be answered by mail if stamped, addressed envelope comes with letter

By John Stark



Electrical Equipment Dials

We produce electrical instrument dials on paper by letterpress for three local companies, but as they are nearly 100 per cent war production and specifications call for metal we would like to get in on some of this business, especially the small orders. We have tried molded rubber plates with some success, but have come to the conclusion that whatever makes the impression on the metal dial must be flat and not in relief as molded rubber plates would be.

Do you know of any process that we might use without going in for a complete litho equipment? I have been reading about an old process known as collotype. Would this be anything we could use? Would there be any way we could get the flat white background on the metal, such as rolling the ink on with a brayer? A sprayed background isn't satisfactory. Are there any publications you could recommend about the subjects mentioned?

Your suggestion of using collotype is definitely out for this class of work, as it is a very intricate process which requires a skilled specialist to operate. We feel sure that your best proposition would be to obtain a lithographic offset hand proving press of a suitable size for your work. You could then have a trade platemaking concern make your lithographic plates, and the balance of your necessary equipment would be the same no matter what process you used.

It is understood that you could print your flat white onto the tin by means of a flat plate, which you would roll up solid and transfer to the rubber blanket on the hand transfer press and then to the tin. We do not know of any text book on these subjects.

Blisters on Blanket

We have considerable trouble on our offset press with blisters on the edges of our blanket. Can you give us any suggestions to help us eliminate this trouble? We have been using a proprietary blanket wash in the hope that it would help us, but we have been unable to entirely eliminate these blisters on the extreme edges of our blankets.

When blisters appear along the edges of the blanket, it is due to wetting the blanket fabric with

washing solution at either side. Capillary attraction draws the wash under the printing surface and the wash attacks the rubber, loosening it from the tin.

Be sure to remove the wash immediately and thoroughly along the edges. Do not run the underlay all the way to the edges of the blanket. Allow the blanket to overlap the packing $\frac{1}{4}$ to $\frac{1}{2}$ inch on each side. Where blistering occurs at the edges of the blanket it is often caused by too much pressure between blanket and the cylinder.

Take great care to prevent excess machine oil, presumably from the ends of the form rollers, from coming in contact with the edges of the blanket, as this may be one cause of your difficulty.

PRINTING PROMOTES PATRIOTISM

★ The War Production Board is authority for the statement that there is no lack of any kind of printing papers! . . . Urgings to "save waste paper"—a campaign planned only to aid PAPERBOARD manufacturers—have led many buyers to think it also would be patriotic now to curtail printing purchases. This is not true! . . . W.P.B. believes the Printing Industry—sixth greatest of all U.S. industries—can best serve the war effort by continuing to print democracy's wartime and civilian messages. . . . Remember, there are still 130,000,000 Americans to be clothed, fed, housed, informed. . . . You will do your patriotic duty if you spread the word that Uncle Sam wants to keep his printers busy, because—

Printing Promotes Patriotism!

Thomas Todd Company, Printer, Boston, lands another blow in the fight for more business

Stone Engraving Problems

I am working with an older model offset press and have some difficulties which I ask you to help me solve. I use hand-transfer plates and etch them with Strecker salt. After a few thousands they begin to tint until the plate is destroyed; so I feel it necessary to use a sharp etch which doesn't attack the drawings but makes the plate accept water more readily and not grease. Please give me an address where I can get this or a formula so I can make it.

Are there any substitutes for Schumacher finest?

In case of (a) different thickness of plate, or (b) different size of drawing, do you recommend underlaying sheets whether under plate or blanket?

Could you give me a description of engraving on stones with special consideration to preparing the stone, engraving, and reinforcing the engraving.

Plate etch formula: Dissolve one ounce of ammonia bichromate, and one ounce of phosphoric acid, in 28 liquid ounces of water. Keep in bottle as stock etch, and as needed use equal parts of this stock etch with fresh gum arabic solution.

Different plate thickness: Decide on a uniform thickness which prints best on your press. It will be better to bring plate to three one-thousandths of an inch above bearers, and then have enough packing under blanket to insure four one-thousandths of an inch over pressure. If you wish to shorten the design, take some packing from under blanket and place under plate. If you wish to make the design print longer, take some packing from under plate and place under blanket.

Stone Engraving: To prepare stone, polish suitable stone same as for hand transfer, only do not counter-etch it. Gum stone with smooth, clean gum and allow to stand overnight; wash off gum, then gum up thoroughly smooth and as thin as possible; when dry, rub surface with a suitable smooth, black powder, or a suitable red powder, and smooth down thoroughly with the palm of your hand. (For engraving you will need a suitable set of engraver's tools and an experienced stone engraver to do

the work.) You now lay down your tracing, preferably by passing through the hand-transfer press, and then proceed to engrave your design. When engraving is finished, you can reduce some straight transfer ink and rub into the design with a regular dauber. If you have a stone engraver he should naturally know how to do the above work expertly, and we warn you that the above description is only a skeleton outline of the established practice for this type of work.

Hayes Textile Printing

I am connected with the textile branch of lithographic printing and would like to know if you could give me any particulars of the Hayes process for printing textiles. Any information would be much appreciated.

The Hayes process is a lithographic method of printing upon calico, silk, linen, and other textile fabrics, by means of a special all-rotary lithographic machine which may be had in a single-color form or in four-color form.

The main features of the machine are that it prints from a zinc tube continuously, so that all the surface of the cylinder is utilized in the printing. The inking is done by means of lithographic ink especially prepared and mixed with ingredients that dispense with mordants or acid baths for the printed material, as is used for the orthodox calico printing methods, and the colors are quite as permanent as by the older method, and in many instances more so.

Another special feature of this process is that the inking apparatus is detachable and duplicated, so that when a set of four colors is printed and the order finished, all of these separate printing attachments can be detached from the machine, and a fresh duplicate set inserted and work resumed for a fresh job within a few minutes. In the meantime the removed inking attachments can be cleaned up and got ready for replacing the set that had previously replaced them, and so a maximum amount of production can be attained provided these conditions are properly organized. The colors used are selected ones, and are both washable and fast to light in the ordinary way. The process is patented in practically all the manufacturing countries of the world.

Ink Drying Difficulties

For the last few weeks we have been running into a lot of trouble with our ink drying on our offset press; in some instances we have had to wait several days for some jobs to dry. Is there any specific drier or mixture of driers to use which would give us reasonable success with this problem or could you advise us of any fundamental procedure that would insure better results than we have been getting? We have had considerable hot weather with excessive humidity and we feel sure this has been one of our chief difficulties.

Your problem is one which is shared by most offset printers during the summer months and the best advice we can give you is to consult your inkman as to the best driers to use in the inks which he is supplying to you.

On the other hand there are some fundamental rules that can be laid down in reference to the use of driers in lithographic inks. The first rule is: Don't ever go beyond a certain limited amount, as the excessive use of any drier is a dangerous procedure—in many cases actually resulting in the retarding of the drying process. Two to four per cent should be a safety zone; any more would be, invariably, dangerous.

Second: Don't add driers to inks before you are ready to use them. It has been found that inks with the correct proportion of driers when used fresh would not dry at all when used under similar conditions at a later date; in many instances the ink had become unusable because the action of the drier content had caused it to turn into a hard, livery mass.

Third: Don't use a drier of unknown quantity. Use only driers of which you have a fairly accurate working knowledge.

Fourth: Don't expect any drier to overcome the handicap of excessive humidity in the pressroom, and be careful that you do not add an excessive amount of drier to your ink in attempting to do this.

Fifth: Don't use two kinds of driers in the ink at one time unless you are sure of successful results.

Photo Lith Questions

We are experimenting with photo lith to find out if it will fit into our line of work on certain items. In this field of experimentation we naturally run into some difficulties.

I am enclosing two pieces of negatives. You will notice that one of them has a brownish color in the type matter when laid on a piece of white paper

while the other one appears white as it should. We develop these in a tray, then give them a quick rinse in another tray of water and acetic acid and then place them in the hypo for about ten minutes. I had thought possibly a certain amount of the developing solution carried over in the hypo but we have had it happen on the first negative which we developed.

Another question which is bothering us is the matter of washing out the developing ink. We make a number of these plates in the evening and then gum them up and let them set until sometime the next morning. We then wash them out with turpentine. The trouble which we are experiencing is that the ink will not wash out over the whole plate. It may wash out very nicely except in just a few letters, but in these letters developing ink will stick and cannot be removed. It seems funny that in a word all of the ink will wash out except in just one letter.

We took your brownish color negative and placed it in our hypo for about three minutes and it came out exactly like the other negative; we are returning both negatives for your inspection; to help you on future work, we recommend that you try the following formula:

Developer

Water	3 qts.
Hydroquinone	4½ ounces
Sodium Sulphite, anhydrous	7¼ ounces
Sodium Carbonate, monohydrated	10½ ounces
Citric Acid	¾ ounce
Potassium Bromide	1¼ ounces
Water to make	1 gallon
Dissolve chemicals in order given and use solution full strength.	

Short Stop Bath

Acetic Acid 28 per cent. . .	1½ ounces
Water	32 ounces

Hardening Fixer

Solution A

Water about 125° F. (52° C.)	½ gallon
Hypo	2 lbs.

Solution B

Water (125° F. or 52° C.)	20 ounces
Sodium Sulphite, anhydrous	2 ounces
Acetic Acid 28 per cent. . .	6 ounces
Potassium Alum	2 ounces
Add solution B to A	

Then add water to make 1 gallon. Dissolve chemicals thoroughly in the order given and stir rapidly while adding solution B to solution A. Glacial acetic acid may be diluted to 28 per cent concentration by adding 3 parts of acid to 8 parts of water.

In regard to your trouble with washing out the developing ink, we would suggest that you should finish up the plates as you develop them thus preventing any hardening of the ink overnight. A good plan is to etch your plate immediately after developing then rub up the plate

under gum water, thus removing the developing ink and refacing with the rubbing up ink.

Under your present set up, it may be possible that when you gum up your plate after developing some of the hardened gum has been left on top of the ink in parts, thus preventing you from being able to dissolve the ink under the gum. To prevent this, smooth gum down very evenly with a slightly dampened piece of cheesecloth, use your gum about 12° to 14° Baume.

Offset Newspapers

On page 54 of the July issue, you answered a question in regard to offset newspaper equipment. Your answer has stuck in my mind and I thought I should like to "ride the coattails" of that inquiry.

My position is very similar to that of the person writing you, except that I now run a letterpress shop. I expect to be drafted shortly.

Enclosed is a self addressed envelope for the answer to these questions:

1. Name and address of manufacturer of the equipment?
2. What floor space and working space required?
3. Approximate cost?
4. Is it adaptable to other uses, such as: all-over patterns on wrapping paper, maps, *et cetera*?
5. Would you say the register was rough, medium, or accurate?

In the event that the manufacturer handles the last four queries, the name and address will be sufficient.

Could the manufacturer furnish samples of work done on that type of equipment?

If you write to American Type Founders, Offset Division, Mount Vernon, New York, they will gladly send you specific answers to all your questions, and also furnish you with complete samples of work done on this class of offset press.

Better Control of Register in Printing Offset Work

By JOHN STARK

● OWING TO THE FACT that there are so many different styles and makes of offset presses, it will be readily seen that in dealing with register control we can only lay down general principles which will apply to all makes of offset presses and automatic feeders.

In the first place the offset press is a highly sensitive and intricate piece of automatic machinery, and when we are called upon to produce register work it requires very delicate and accurate adjustment because of the high speed at which it is operated and the numerous operations required to register each sheet in a fraction of a second.

We are called upon to do so many different classes of work, under such a great variety of conditions, that it almost seems that the offset press needs special adjustment for each job; this is more especially the case in the numerous shops which operate only one or two presses and cater to all classes of work. We are one day called upon to do a job on thin label paper, and the next day we may have to print a register job on thick cardboard. It is only the pressmen who work in this class of lithographic work shop who are able to realize the difficulties that may crop up under these conditions.

In the case of an offset press, equipped with automatic or semi-automatic feeder, it is essential that

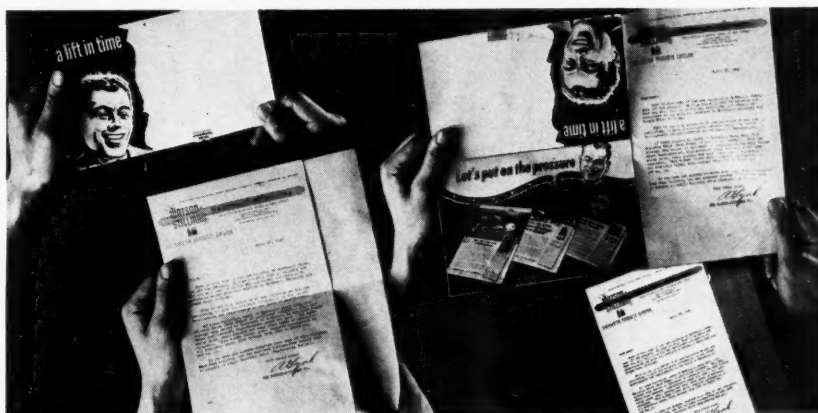
we go over the feeder carefully, setting each part to suit the size of paper we are going to print. It is also very important to see that every working part is carefully oiled. It is a common practice in some pressrooms to have helpers come in before starting time to oil up the presses. To my mind this is false economy, because the tendency is for these oilers to become careless, not only because they have no responsibility for what happens on the press during the day, but also owing to the lack of proper supervision of the work. This important work should be carried out under the supervision of the pressman, and done by someone who is connected with the actual operation of the press.

Our next procedure will be to see that the sheet guides on the gripper edge of the sheet are set at right angles with the side guide, particularly when those guides are of the adjustable type, because it sometimes happens that in moving these guides to get register, you will find the grippers have less hold of the sheet at one end than at the other, and this is very undesirable in the case of register work.

Now see that each gripper on the impression cylinder has a firm hold on the sheet. It has been my experience that more bad register results from the grippers being set

NOVEL WRAPPER CUTS COSTS, SAVES ENVELOPES, PROTECTS BULLETIN

● Here's an idea for a wrapper for a bulletin which saves envelopes, yet protects the contents, and also cuts costs. It's a single sheet not quite twice the size of the four-page bulletin, printed one side so when folded the form letter is on the inside and display matter outside. Developed in the advertising department of the Watson-Stillman Company, it was considered that "under wartime conditions it seemed advisable to use something that required less paper and less money." Wrapper is folded around bulletin, leaving space at right for bulletin number to show, then both the bulletin and wrapper are folded and sealed with a precanceled stamp.



unevenly than from any other one cause. This is sometimes a mean job to do, but once you get these grippers set right, it is a good policy to leave them alone and, consequently, avoid having any further difficulties in this direction.

Having set the feeder to the size of the sheet, also having adjusted the guides and impression cylinder grippers, it is a good idea to run a few sheets through the press to see that everything is adjusted properly on the feeder and the press, to suit the paper we are to print from. If these precautions are carried out and our paper is trimmed square at the guide edges, thoroughly seasoned or matured in the pressroom, and our pressure between rubber and impression cylinder is set with the minimum of pressure consistent with good printing, we should now get good results so far as register is concerned. At the same time we must not leave anything to chance; therefore, it is necessary that we have two little guide lines running off each end of the sheet at the edge of the sheet, which will show whether our side guide is in register or not at each impression.

After we have put on our plate and got the correct position on the sheet, we must see that all clamp screws which have lock nuts are securely fastened; this is very important in register work.

As it is necessary to run the paper with the grain the long way of the sheet or the short way around the cylinder, it is a good idea to make our first plate on color work about two thousandths of an inch thicker than the plates on following colors, thus making it print shorter around the cylinder to allow for the slight stretch which invariably takes place during the printing of the first color. It is, of course, understood that a corresponding thickness should be removed from the under rubber whenever this procedure is adopted.

Before going ahead with the run, it is advisable to run a few sheets through the press twice to make sure that everything is all right, in fact, these sheets should be run through the press at regular intervals on the first color to make sure that nothing has become out of adjustment. At all times, the top sheets of each pile should be kept covered with waste sheets to pre-

vent moisture in the air stretching them out of proportion with the rest of the sheets.

Another very important thing to watch on register work is the possibility of the blanket stretching during the printing of the job. It very often happens that the pressman will put on a new rubber blanket when starting a register job. In this case great care should be taken to stretch the rubber thoroughly before commencing to print the first color. The proper procedure is to place the blanket on the press with about six thousandths of an inch more packing than will be used in the course of the run to allow for this stretch.

Now run the press with the pressure on for a few minutes, taking up at intervals the slack which is

caused by the stretching of the rubber blanket.

If this method is carried out it will be found that it will be unnecessary to tighten the blanket again during the first printing. At the same time I would strongly advise against using more than the six thousandths of an inch over-pressure when performing this operation, as an excessive amount of pressure will have a tendency to damage the rubber to a marked degree, breaking the fibers and thereby shortening the life of the rubber. Great care should also be exercised in the stretching of the rubber to see that the fabric which is interwoven between the rubber layers is not stretched too much, as this will have a tendency to break the fabric, and the blanket will be ruined.

DOES BIGGER TYPE MEAN BOLDER TYPE?

• Does a larger size of a certain type face qualify as being bolder than smaller sizes of the same face? That is the question thrown into our laps by L. H. Hahn, of Joliet, Illinois.

A customer sent in copy for a blotter, and said he wanted three words emphasized—first word *bold*, second word *bolder*, and third word *boldest*. "A" claims that by setting these three words in three different, increasing sizes of the same face, each becomes bolder than the one preceding it. He submits Fig. 1 to illustrate his method. "B" claims that this doesn't make the words bolder at all, but simply makes each word *larger* than the preceding one. He says, in order to gain the effect the customer wants, the first word should be set in a medium bold face, the second word in a black face, and the third in an extra heavy face—all the same

size. He submits Fig. 2 to illustrate his point.

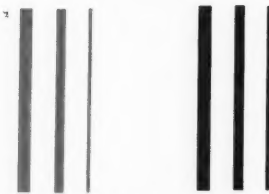
Theoretically, "A" should be right. Obviously, the thickness of the lines in the 14 point Karnak Bold is greater than the thickness of the lines in the 10 point. Strange though it might seem, the 10 point *looks* as bold as the 14 point. This is no doubt due to the fact that while the thickness of the lines becomes greater as size increases, the openings in the letters also increase, counterbalancing, as it were, and causing the larger sizes to appear no bolder than the smaller sizes.

Along with his idea, "B" sent another demonstration—three lines drawn in red ink—one thin line, one thicker, one thickest (Fig. 3). "B" contends that while in Fig. 1 each size is larger than the one preceding, they are not bolder any more than one line here is *redder* than the others. In order to make these lines redder, he points out, we would have to print one in a light shade of red, then a stronger shade, and finally a very strong shade, making them red, redder, and reddest.

If "B" had drawn his lines in black ink, it might have made a difference in the effect. Black is not a color like red, so it might be argued that the three rules in black ink might be considered differently than if in a color; indeed, the thicker of the three straight red lines *looks* "bold-est," in contrast with the effect of the three lines of type in Fig. 1. Obviously, the *black* of the three would be the same, but wouldn't the thickness of line of the wider rule make it *boldest*? There are no "openings" in the straight lines as in some letters to alter the situation.

FIRST FIRST
FIRST FIRST
FIRST FIRST

At left, Figure 1; at right, Figure 2. Which gives the effect of bold, bolder and boldest?



At left, red rules as drawn by "B." At right, black rules appear bolder in each thickness

ile
ers, and
ales on
without

On the other hand, ideas without footwork and sales effort are of no value whatever. If you have a million ideas available in the back shop, and you neglect to tell your customers about them, you might as well not have any ideas. So, here we offer you ideas; it is up to you to sell them.

Toronto, photographed with hand-written signature in green ink. Third row: From M. F. McGrew, Crafton, Pennsylvania. From J. B. Krauss, Union College Press, Lincoln, Nebraska, die-cut and printed in three colors. Bottom row: From the Long Island Phillips, Valley Stream, New York, printed from a drawing made to simulate rules and type ornaments. From Githens-Sohl Corporation, New York City, printed yellow, red, green, and black, with sentry die-cut, fitting into die-cut panel, which forms doorway for a sentry-box printed on cover.



Christmas Chimes

Vol. 1, No. 1
Published Weekly
Subscription: \$1.00
Editor: [illegible]

BEST WISHES AT CHRISTMAS

THE MEANING OF DEMOCRACY

[Text about democracy]

OLD FOLKS

[Text about old folks]

GREETINGS FOR YULETIDE AND THE NEW YEAR

[Text about greetings]

A

Merry

Christmas

from the

HARRY BAIRD CORPORATION

Typographers

CHRISTMAS...

Xmas Greetings and Good Wishes

SEASON'S Greetings

Frye & Smith

In the days that was - easier enough!

CHRISTMAS

GREETINGS

PHILIP P. MERRILL

2032 Chestnut Avenue
Chicago - Illinois

To You and Yours

Truly Christmas Greetings
and the Best of Good Wishes for
All of the New Year

Sincerely,
Philip P. Merrill

Left to right, top row: From William O. Thorniley, Seattle, page 1 of a twelve-page magazine crammed with jokes and reprints reflecting Christmas spirit. From Harry Baird Corporation, Chicago typographer, printed in three colors, with a white spot in the lower corner of each pane to represent drifted snow. From Fred Siegle, Scranton, Pennsylvania. From George F. Trenholm, Boston designer, printed on double card, with inside decoration from the nineties. Second row: Blotter from Frye & Smith, San Diego, California. From Charles J. Felten, Kennedy and Felten, printer, New York City, with copy: "Who Said Blackout?" printed in gold on the cover of a black double card. Bottom row: From Arthur A. Whitbeck, Springfield, Massachusetts. Copy inside says: "The rollers came in, the press was fixed—and here's the proof:" with a Christmas message on page 3. From The Madison Press, London, Ohio. From Frank H. Teagle, Jr., another double card in the old fashioned style, with gray type and red illustration. From Phillip P. Merrill, vice-president and manager of Ludlow Typograph Company, Chicago.

Left to right, top row: From Albert Kner, Chicago. From A-1 Composition Company, Chicago. Note tie-in of the tree with the firm name. From E. H. Emmons, West Liberty, Iowa. Figures are made up of solid type squares, printed in four colors. Second row: From Ed Schubert of Neely Printing Company, Chicago, printed in red and three shades of blue, with a silver seal attached. From the Beistle Company, Shippensburg, Pennsylvania, a plain postal card printed in three colors. From William Kuttkuhn, Detroit, a card printed in red, green, and silver. It opens up to show a larger tree inside, with a poem about the Christmas tree. From Herbert A. Knight, president of J. M. Bundscho, Chicago typographer, a dignified card printed in gold, black, and green. Third row: From Albin O. Horn Company, Chicago, printed in three colors. Cover also carries a signboard reading "In A Big Way." From Dwight L. Marsee, teacher of printing at Mishawaka, (Indiana) High School, printed in red, blue, and silver on art mat. Bottom: From Johnson Printing Company, Eau Claire, Wisconsin, a folder printed in four colors.

Perhaps one of the easiest and best ways to get out-of-the-ordinary ideas for Christmas cards is to save the cards that you receive this year and adapt the ideas contained in them to

cards for next year's sales. In this way, you have the benefit of the ideas of several people, which means that your source of ideas is multiplied several times, not even to men-

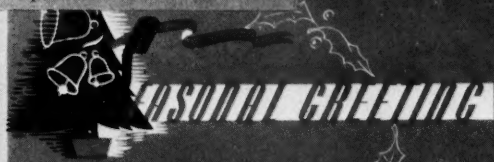
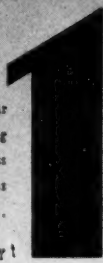
tion the possible stimulation to your brain that will account for many original ideas on your own hook. For those reasons, THE INLAND PRINTER is glad to offer you on these

*With All
Good Wishes for
Christmas
and a Happy
New Year from
Mr. & Mrs. A. Kner*



One of our most valued assets is
your good will and friendship. Our
greatest wish for you this coming
year is that all of your business
relations may be as pleasant as
ours have been with you . . .

A-1 COMPOSITION COMPANY!



*This impression brings manifold proof
of our desire to register goodwill . . .*

may yours be an illuminated Christmas,

rependent with useful ornaments . . .

may your New Year be a colorful one,

radiant with highlights of achievement



Neely Printing Co.



Albin O. Horn Company
wishes you the happiest,
and healthiest Christmas
you have ever had . . .

BEST WISHES FOR A MERRY CHRISTMAS
AND A HAPPY AND PROSPEROUS NEW YEAR

DWIGHT L. MARSEE



pages a few of the more striking cards received last year. Out of the hundreds of cards received, a great many were so effective that we had a very difficult time choosing the few which our limited amount of space permits us to illustrate and describe.

The specimens illustrated on these pages tell their own story. In only a few cases have we given you information regarding the color schemes and types of paper which were used on the original cards. This information has been deliberately withheld in most cases, because each of us has favorite color combinations, and as far as paper stocks are concerned, the paper merchants have such a wide variety of colors and finishes suitable for use on Christmas cards that even the smallest shop can do something that catches the eye.

The keynote for Christmas, 1942, will no doubt be something along the line of patriotic cards. Printers will find it a simple matter to sell patriotic cards to families having a son, father, or brother in the armed forces. Historical subjects should also be very popular, as our countrymen are more conscious of the glorious history of our United States than they have been for many years.

Conditions will undoubtedly affect copy for greetings in a different way. Knowing many are sad over absence of loved ones some greeters will use copy similar to that of the 1941 copy of Walter F. Schultz, reprinted in the next column. There should be an increase in sentiments which emphasize the spiritual, many written to maintain faith in better days to come.

An additional showing of greetings will be made in the November issue.

SEND US YOUR CARD THIS CHRISTMAS. WE SHALL APPRECIATE IT

In years past, this section has been a regular feature once each year. You can help us keep it this way with much benefit to yourself and to the other fellow, if you will put THE INLAND PRINTER on your list to receive your Christmas card this year. Beside the fact that we are looking for ideas, we'll appreciate the cards from the angle of friendship.

Bright Copy for Your Greetings

"Tis the times have changed — not the spirit." — George R. Keller, Washington, D. C.

A happy Christmas and a victorious New Year from Canada Printing Ink Company Limited, 15 Duncan Street, Toronto.

Two of the best joys that Christmas has are having good friends such as you and wishing them a lot of happiness—too.—Ferd Voiland, Jr., Topeka.

In appreciation of our pleasant relations, we extend to you and your associates our wishes for a bountiful Christmas and every prosperity in the New Year.—Mundy Brothers, Limited, Toronto.

For the cordial good will you have shown us during another year we sincerely say, "thank you." For the New Year . . . 1942 "your best wish we wish you." — Gilchrist - Wright, Limited, Toronto.

To you with sincere appreciation for the friendliness that has marked our business relationships we wish you and yours a very Merry Christmas and a happy, prosperous New Year.—American Letter Service Company, Chicago.

My Christmas Wish for You . . . That you can look back on a year of accomplishment . . . and that you can look forward to many happy holidays . . . more contented . . . more secure . . . with every passing year.—Carlton H. Hibbard, Chicago.

Despite a world of uncertainty, turmoil, and sorrow, it is my sincere wish that you and your family may gather in a happy, unbroken circle on Christmas Day and celebrate the birthday of the Prince of Peace.—Walter Schultz, Dallas, Texas.

At this Holiday Season, we again send you hearty good wishes for your happiness at Christmas and throughout the New Year. Being mindful that service one to another is the fundamental purpose of civilized society . . . within or without the circle of armed conflict . . . we sincerely hope that our cordial relations of the past will be continued for many years to come.—Cooper & Beatty Limited, Toronto.

To you, good friends, with whom we have enjoyed such pleasant associations during the past twelve months, we send our Cordial Christmas Greetings, and wish that the coming year, which we face with great confidence, will bring to you and yours much joy and happiness.—Carpenter Paper Company.

The Yuletide candles in the windows tell of a legend that the Christ-Child wanders the fields, woods, and streets at Christmas-tide and that He will go where the welcoming candle shows the way. All who seek shelter in the candle-lit home are welcome in the name of the Christ-Child. May the flickering candle light of this Christmas bring unto our hearts the true feelings that we live only for the good we can do for others.—The folks at The Anchor Press, Columbus, Ohio.

There will always be a Christmas. What man can believe in is exemplified by the spirit that prevails during the Christmas Season, for it is Christmas that gave to us a philosophy for life which transcends all others. Like a clarion call, it rings out now—do unto others as you would have others do unto you . . . and rekindles the hope that once again will there be peace on earth to all men of good will.—Whiting-Plover Paper Company, Stevens Point, Wisconsin.

Wishing you a joyful Yuletide season. May health, wealth, and happiness be yours during the coming year.—Ben Granger, St. Petersburg, Florida.

The opportunity to express our appreciation and to thank those who have contributed so much to our welfare in the year past is a most welcome occasion. This opportunity is particularly welcome at this time when confidence and coöperation take on a deeper meaning in the lives of every one. We want you to know that we feel deeply our responsibilities and hope that in the year to come we can contribute to an even greater degree toward the comfort and welfare of all the members of your organization. We sincerely wish you a Merry Christmas and a Happy New Year.—Jackson-Franklin Building, Chicago.



BETTER BUSINESS MANAGEMENT UNDER PRICE CEILINGS

One of a series of articles by an authority on printing management, designed to make your business more profitable. Others will follow in the months to come

BY A. C. KIECHLIN

THE ACCURACY with which you compute the overhead charge on printing jobs will have much to do with your ability to come through profitably under price ceilings. Overhead has always been a sort of Peck's Bad Boy in the printing industry, a difficult problem child to control even when intelligent restraint was used.

"I figured the right overhead percentage on jobs throughout the year, so why did I come out wrong on profits?" was the perplexed query of an eastern printer when we handed him the annual profit-and-loss statement. This typifies a "blind spot" in printing plant management which requires corrective treatment. Such printers do not realize that the overhead percentage may be right but used in the wrong way, a practice dangerous enough in peacetime and certain to sabotage profits today when ceilings, reduced volume, and other wartime restrictions have slimmed the dollar margin and made it imperative to watch the overhead more critically than ever before.

Frequently, we have heard critics venture the contention that the average printer doesn't know he has an overhead. We find otherwise. He knows he has an overhead but often he lacks understanding concerning its makeup, application, and movement, which is essential to proper compilation of profitable selling prices.

In pre-war times, this fallacy deceived many printers into using an incorrect overhead figure on estimates. The same practice under our wartime economy is a triple threat to survival. The overhead percentage must not only be right but it must be used in the right way. From our years of experience analyzing printing cost problems, we have isolated the "bugs" in the overhead problem and offer this counsel to

SERIOUS LOSSES ARE CAUSED BY A WRONG APPROACH TO COST OF OVERHEAD. HERE IS A REMEDY

aid in the profitable pricing of printing jobs under ceilings.

Two requirements must be met to make certain that the right overhead percentage is used in the right way to give the printer the right perspective on his managerial fitness. 1. Every item of expense must be included. 2. The current year's overhead figure must be used to appraise the profitability of the current month's business.

Printers, when computing overhead in the past, have been accurate enough in the tabulation of ordinary monthly expenses, such as telephone, rent, and light, but they too often have omitted internal expenses, such as depreciation, allowance for loss on bad debts and material spoilage, interest on investment, non-productive labor, and their own compensation, because these internal expenses are not represented by actual outlays monthly.

Many printers do not draw regular salaries, just consider the net profit their compensation and draw against it but make no provision for a definite figure for their personal services to be included in overhead, hence, they chisel themselves when computing the overhead on a job. Interest on investment, depreciation, non-productive labor, and allowances for bad debts and material spoilage are too often computed and entered only once yearly by printers lax on costing.

Today, every printer should prorate such expenses monthly, otherwise the current figure for overhead will not be accurate. Incidentally, many business men are including a war reserve in overhead to cover possible losses due to enemy action here and the contingencies of a war economy, $\frac{1}{2}$ to 1 per cent of sales.

We haven't the space to debate the war reserve in printing costs but you might mull over it.

Even where printers include every item of overhead in their costs, many compute it inaccurately because they use a figure that is a calendar-year old. They arrive at their 1942 overhead expense percentage by taking 1941 sales and overhead expense, then use this ratio on all jobs costed in 1942. For example, if sales in 1941 were \$100,000 and overhead \$25,000, the ratio is 25 per cent overhead-to-sales, so the printer assumes that if he keeps within this ratio on 1942 jobs, he will come through the year with a satisfactory profit. But overhead fluctuates upward or downward, sometimes monthly, even in normal times. Certainly the ratio has "upped" since 1941, hence those using a 1941 overhead percentage now are clipping profits. If such printers were using an inaccurate overhead percentage in the period prices were frozen, they may have a problem on their hands, and unless they take effective action at once they may lose money for the duration.

What to do, then, in order to make your overhead keep in line with current outlays on expense?

Prepare a cumulative statement of overhead ratios with a running balance monthly to see if overhead is increasing or decreasing in proportion to business handled. This provides a "moving total" on overhead, month-to-month, going back over twelve months and giving you a figure always up-to-date and good insurance against loss.

For example, in October, 1942, use the percentage for the period from November, 1941, to October, 1942, which will give you the most dependable figure with which to cost current sales to determine whether you are going in the red or staying in the black. For each succeeding

month, move the figures ahead one month so that only the previous eleven months, together with the current month, are covered in the computation.

Without this "moving total," the printer must depend throughout the entire year on the total found the previous calendar-year. If the current month's overhead percentage, by means of the "moving total," is higher than the overhead percentage for the period at which prices

on each sales dollar is decreased in percentage. There are no other ways out for you. Ceiling or no ceiling, the printer should know where he stands on the current month's overhead. Figuring overhead percentage on a longer basis, as some printers are doing, leaves too much leeway for loss and misunderstanding in these hectic days.

Overhead has been the subject of more discussion in business circles than any other management prob-

maintenance in a plant should be constantly on the lookout. These danger signals are so fundamental, and at the same time so easily overlooked, they will bear repeating.

The blotter stresses the point that maintenance men should look for oil, water, or coolants that may be dripping or splashing onto windings; for oil leakage from bearings and for oil rings turning; for poor commutation on direct-current motors; for loose springs on brush-

[illegible]

This form supplies an accurate and easy check on monthly overhead and serves for comparative analysis. You can start recording any month and you always have a current monthly overhead total to use in checking against past experience figures, the percentage you use on your current estimates and your actual overhead percentage as of the base-period month of March when prices were frozen. This statement provides effective policing of overhead whether ceilings are in operation or not, for the duration and afterward. Under "Sales," is a column for inserting overhead percentage on sales. A section, "Labor cost to sales," an important ratio to watch, has been included.

were frozen, you can't increase it but you can take steps to reduce it the next month to allow for profit.

If you wait until the annual or semi-annual profit-and-loss statement is prepared, as many printers do, the ratio may get so far out of line that losses may ensue. This applies to 1942 and succeeding years, in peacetime or wartime. By checking monthly against a "moving total," you can determine whether the current year's overhead percentage is more or less than that shown for the period at which prices were frozen, and when ceilings are finally lifted, the same method will disclose if the current year's overhead percentage is in line with budgeted figures or experience figures covering previous years' operations.

If you are getting ceiling prices and your overhead has gotten out of line, then cut overhead or increase volume so that the overhead

lem, because it has so many angles and becomes very tricky at times. Watch it closely under ceilings to make sure you are computing it accurately. Hazards to business are greater today than ever before and that means you must keep a closer check on all phases of operation.

Breakdowns Now Are Costly

Breakdowns are disastrous these days, what with machinery being operated twenty-four hours a day. Replacement parts are harder than ever to obtain, and a shutdown, which in normal times lasted only a few hours, may now hold up operations for several days.

With this in mind, the Reliance Electric & Engineering Company, of Cleveland, has distributed a blotter upon which is printed, in condensed form, a set of danger signals for which every man responsible for

holders; and for obstructions to ventilation. Things to listen for are: slipping belts; noise due to loose pulleys, gears, or couplings; and noise due to rough commutator. Abnormal heat or vibration should also be watched for. Even the sense of smell should be alert for such things as overheated insulation and fumes.

Even with good inspection and proper operation, it is a good plan to have motors removed once a year, taken apart, and cleaned thoroughly, giving the windings a spray coat of good insulating and oil-resisting varnish. Using a color in the spray coat helps show up dirt and other foreign substances on subsequent inspections. This is also a good time to clean and inspect bearings, and to change them if necessary. Air-gaps can be checked, and commutators, brushes, brush-holders, and other vital parts put into efficient working condition.

THE MONTH'S NEWS

Notes about the Trade



Events associated with printing and allied industries published here. Items should reach us by twentieth of preceding month

Condé Nast, Dead

Condé Nast, head of the printing and publishing business bearing his name at Greenwich, Connecticut, died of a heart attack, on Saturday, September 19. Funeral services were held on the Tuesday following. His son, Major Charles C. Nast, serving with the United States Army overseas, and a daughter, Mrs. G. P. Warburg, survive him.

Mr. Nast was born in New York City, March 26, 1874, and received his higher education at Georgetown University, where he developed a taste for writing by handling publicity for the athletic teams of which he was manager. He continued his studies at St. Louis University, where he qualified as a lawyer and practiced in St. Louis until Robert Collier, a college classmate at Georgetown, induced him to become advertising manager of *Collier's Magazine*. His income rose to \$50,000 a year, and in 1907 he quit *Collier's* to enter into business on his own account. He purchased *Vogue*, which increased in money-making qualities as it became popularized, and added to his string of publications so that his printing plant required thirty-one acres and a group of subsidiary companies. Among these are (or were) the Condé Nast Publications, Limited, England; Les Editions Condé Nast, of France; the Connecticut Electrotype Company, the Stockinger Photo-Engraving Company, and the Depth-O-Tone Corporation. He also had numerous other financial interests outside the graphic arts.

Personifies Old Metal

Wartime value of reused metal was stressed in a piece of advertising issued by Miller Printing Machinery Company as compared with useless metal in the form of obsolete machines. The illustration showed an old cannon of the War of 1812 which had been cast into a printing press. The press was personified and was quoted as saying that "my metal is good but my printing is poor." Another quotation is that "if I'm scrapped now and put on the job in time, I'll help win this war too." The purpose of the message was to convey information concerning the wartime scrap allowance plan devised by the company.

Restrict Stitches for Cartons

Manufacturers of folding and set-up boxes have been warned by the Containers Branch of the War Production Board that preference ratings for steel stitching wire will be granted only for the most essential uses.

Franklin R. Kelly, acting chief of the Folding and Set-up Box Section, suggests that manufacturers substitute glues and paper corner-locks for the heavy metal stitching wire they have been using in light paperboard boxes.

Shop Wages Average 78.3 Cents

Men working in the printing industry earned an average of 87 cents an hour in January of this year, and women workers averaged 48.8 cents an hour. The over all average for the industry, exclusive of large newspapers, was 78.3 cents.

This information is contained in a report issued by the Department of Labor, and is based on a questionnaire which was returned to the Bureau of Labor Statistics by about 4000 firms. The statistics were gathered for use by an industry committee which will consider establishment of a new minimum wage.

Issues Pictorial Financial Report

Harris-Seybold-Potter Company has issued a twenty-four page brochure, page size, 8½ by 11, in which the annual report of the company is presented pictorially and non-technically. In connection with nine reproductions of war posters, done in four colors, a statement appeared that the annual report was produced in that form to "demonstrate the effectiveness of color lithography." Fourteen of the pages are devoted to illustrations in color.

In the financial statement sales of products during the year ending June 30, 1942, aggregated \$6,809,819; materials, supplies, and other costs of manufacturing amounted to \$2,175,456 with an additional \$139,039 for depreciation; \$757,352 was for direct taxes to federal, state, and local governments; wages and salaries paid to employees amounted to \$3,219,910; and \$363,878 was retained for "contingencies and for additional working capital." The sum of \$159,061 was used by the management as payment to preferred and common stockholders "as compensation for the use of their savings invested in the company."

Canadian Publisher Captured

After the August raid on Dieppe, it was announced by the Berlin radio that Brigadier W. W. Southam, of Toronto, was one of 105 British officers who were captured by the Nazis during the raid. Southam directed the main Canadian attack on the channel town during the raid. In civilian life he was vice-president and managing director of The Southam Press of Toronto, publisher of a number of newspapers.

Launch Coöperative Campaign

Eight specimens of lithographed, engraved, and printed letterheads were employed to attract attention of users of printed products to the claims of members of The Printing Industry of Charlotte, North Carolina, that anything to be produced in the stationery line could be furnished by printers in that city.

"Where any method has been affected by restrictions on critical materials the industry has met the challenge and through the re-use of old materials or the use of other materials can still deliver your requirements," reads part of the copy under the inside pocket containing the specimens.

The mailing piece is a French-fold, four pages, each 9½ by 12¾ inches in size, printed in black and red on 20 by 26-65 white stock. The first page printed with blue and red ink carries the message in large type, "Printing Is a Necessity." The second page contains an amplification of the key message with an added message concerning "The Necessity for a Letterhead," and the third page is utilized as the pocket to contain the eight specimen letterheads. The production of the mailing piece represents the work of eight printers and is the first of a series to run monthly for eight or nine months.

Issues War Bond Envelopes

An envelope designed to aid printers in doing their own advertising has been produced by the Eastern Corporation, Bangor, Maine, paper manufacturer, in red, white, and blue to serve as a container for ten war bonds. Spaces providing for data concerning the bonds appear on one side of the envelope, and on the other is space for the imprint of the printer who uses the envelope for advertising purposes. Under the imprint is copy briefly stating that stationery should be printed on watermarked Atlantic Bond paper.

Keller Is NOT with W.P.B.

It was announced last month that George R. Keller, former president of the United Typothetae of America, had been appointed as an assistant in the Printing and Publishing Machinery branch of the War Production Board.

A letter recently received from Mr. Keller says that the W.P.B. was in error when it made that announcement. He has been busy for weeks denying the release, and recently mailed a card to all of his customers telling them that he is still in the printing machinery business in Washington, D. C.

Compares Paper Situations

Paper manufacturers and converters in the United States think they are having a hard time because of the war, according to R. S. Rowlett, sales manager of McLaurin-Jones Company, in a letter to the editor of *THE INLAND PRINTER*. Then he refers to a letter received from a related company, Smith & McLaurin, Limited, of Scotland, which he calls a "most illuminating commentary on the British ability to see it through."

In the letter from Scotland, signed by Arch. MacLaurin, the statement was made that no sample book had been produced for three years; that they were making paper from "straw, old waste paper, wood-workers wash, shavings, and sawdust, with a liberal proportion of old boots, discarded braces, and similar indigestible items thrown in for luck and incidentally to add weight for which the papermaker pays."

"It has been a revelation to me what can be done with hitherto despised and wasted materials, and the paper trade has risen to the emergency nobly."

Starts Hell-Box Campaign

In the midst of scrap metal campaigns which magazines and newspapers throughout the country are conducting, the Graphic Arts Association of Illinois has sprung a new idea by proposing that every printing and newspaper plant in Illinois should organize a "Hell-Box" campaign with a Hell-Box Brigade in charge, and a Hell-Box Day designated on which the scrap metal should be thrown into the "enlarged Hell-Box." S. F. Beatty, secretary and general manager of the association, in the current issue of *Galley Proof* announced the Hell-Box Campaign and referred to M99 as applying to many of the items of possible scrap which might be salvaged in the printing and newspaper plant. Many other items were listed such as obsolete cylinder and platen presses, motors, useless machinery, *et cetera*.

The idea of what scrap metal is to be used for was suggested in comments which persons were to make as they threw items into the "Hell-Box." Pieces are to be dedicated to each of the armed forces, and also for various engines of war. Three of the suggested remarks are: "Here's a piece for part of a bomb for Berlin!" "And here's a token for Tokio." "And this mess is for Mister Mousy Moosi."

Mr. Beatty said that the response to the unusual appeal has been gratifying.

G.P.O. Wants Pressmen

Printing press assistants are being recruited for employment in the Government Printing Office at Washington, D. C., according to an announcement of the United States Civil Service Commission. Positions pay 84 cents an hour with opportunities offered of advancement as cylinder pressmen. The announcement carries the statement that "applications are not desired from persons engaged in war work unless higher skills would be utilized by a change of position."

I. T. C. A. CHICAGO CONVENTION IS LARGEST YET

● NEED for resumption of speed contests in typesetting with accuracy plus speed as determining factors, similar to those staged by compositors in hand-setting days, was suggested as one way of counteracting listlessness and a let-down in production on the part of machine compositors, in an impromptu speech made at the twenty-third annual convention of the International Trade Composition Association in Medinah Club, Chicago, September 24 to 26. The statement was made by one employer that union compositors had averaged production of about 4,000 ems of straight matter an hour several years ago, but that the average now is only from 3,300 to 3,600 ems an hour.

Another employer offered it as his opinion that the machine operators were permitting their fingers to become too stiff and that their advancing years was telling on them and that the unions were encouraging a lessened output. He suggested that the employers have themselves to blame for permitting the unions to dictate how much work the operators are to deliver, and that, if the employers who negotiate contracts would insist upon stating what they wanted in the way of better training of apprentices for machine operation, both quantity and quality of work would be improved.

"I have served on many contract-negotiating committees on behalf of employers, and the union men will admit privately that they are not putting forth their best efforts," said A. J. Fagan, of Philadelphia. "They will fall back on I. T. U. laws to justify some of their weak practices. My idea is that the employers ought to stick together and insist that some of the rules of the I. T. U. be changed so that we can train better machine operators. It is ridiculous, for instance, that an apprentice will not be permitted to work at a machine until after he has served five years as a hand-set man. No man can become a good operator in a year."

During the heat of the discussion, which occurred on the opening night of the convention with Lester A. Neumann of Chicago presiding, added fuel was supplied by the report concerning the setting up of type matter for *Time* magazine. It was stated that all of the copy for the entire issue of *Time* each week was set by four non-printer operators in New York City from 5 P.M. each Monday until 3 A.M. Tuesday; that the impressions of those keyboard operations in New York were transmitted simultaneously to the receiving apparatus in each of the two plants doing the printing, namely, Eastern Cuneo Press in Philadelphia, and the plant of R. R. Donnelley & Sons in Chicago; that two union operators were assigned to watch the four machines in the Eastern Cuneo plant while the automatic devices did the work; that 350 lines of type 12½ picas wide an hour was considered a fair output, but that eight lines a minute or 480 lines an hour was considered the best speed for the teletypesetter sys-

tem. It was reported that the non-printer operators employed on the job in New York can produce 9,000 ems an hour by means of the special keyboard which had been developed.

One non-union employer said that the trade composition men were doing little or nothing to train apprentices, and that unless something was done, the situation would become steadily worse. He reported that six of his employees had enlisted in the armed forces



S. Walter Sears, Mono-Trade Company, Minneapolis, who was elected president of I.T.C.A. for the coming year. His firm owns one of the most modern plants in the country

of the Government and operators could not be obtained. Union employers reported similar situations in practically all the thirty-two cities represented in the convention. While it was suggested that the resolutions committee should offer some remedy, the convention closed without taking definite action.

The discussion of the question concerning payment of employees who could not work during "Blackouts" developed the information furnished by Chairman Neumann that the Chicago Typographical Union had voluntarily ruled during a recent "trial blackout" that the men affected should make up the time later. This idea became the subject of a resolution which was unanimously adopted at the closing session of the convention Saturday forenoon. It was further voted in the resolution that payment of men employed in other safety precautions during blackouts should be determined by the nature of agreements made with the employees in the case of each problem.

One question concerned the relative value of operating one shift a day and eliminating night shifts. One employer with five machines said that he had been running three operators during the daytime and two at night, and decided to run all five only during the daytime. He reported that results justified the change of operating plans and said that customers adapted themselves to the change "for the duration." Others from the larger centers reported that

they could not put such a scheme into practice because of competition.

Guest speakers at the Friday and Saturday sessions of the convention included A. E. Giegengack, Washington, Public Printer of the United States; E. B. Dunigan, Chicago, catalog production manager of Sears, Roebuck & Company; Walter B. Patterson, director of agencies, Mergenthaler Linotype Company, Brooklyn; Arthur Brooks, Chicago, production manager of American Colortype Company; and Douglas C. McMurtrie, of Ludlow, Chicago.

Mr. Giegengack explained why he could not have trade composition work done outside of the Government Printing Office saying that authors were in Washington, except a few who had moved to the vicinity of New York City. Mr. Dunigan referred to the value to printers and to buyers of clean proofs, and mentioned how much easier it was to get okays when proofs are clear.

Mr. Patterson urged that national associations should get together in the graphic arts and federate for a united activity throughout the nation on behalf of the whole industry. Mr. Brooks reported on many of the recent rulings affecting the printing industry issued by the W.P.B. and O.P.A.

Mr. McMurtrie talked about the value of trade compositors setting and maintaining standards so that the trade might be reasonably sure of getting quality work from a quality shop, or work of a different character from another shop. He mentioned one large buyer of printing who had printers rated as to their quality work, and did not pit a cheap printer against a quality printer in competitive bidding.

Ed T. Cooper, of Toronto, retiring president of the association, was presented with a watch as a token of esteem from his fellow-members.

The Chicago Trade Typographers Association was commended in closing resolutions because of the excellent promotional work done in connection with the convention and the fact that 159 registrations were recorded. Ben C. Pittsford, employed as secretary of the association, was credited with much of the success of the convention which was declared to have been the largest ever held by the I.T.C.A. during its history since 1920, when Frank M. Sherman, now of Lanston Monotype Machine Company, was instrumental with employers in organizing the national association.

Officers were elected by the twenty-third annual convention of the International Trade Composition Association as follows: President: S. Walter Sears, Mono-Trade Company, Minneapolis; Vice-president: Lester A. Neumann, M & L Typesetting Company, Chicago; Treasurer: John W. Shields, Bridgeport, Connecticut; Secretary: William E. Lickfield, Philadelphia; Regional Vice-presidents: William J. Scotland, Boston; Everett A. Martin, Norfolk, Virginia; O. B. Powell, Chicago; Archie J. Little, Seattle; and George S. Brown, Ontario. New member of the executive committee: Ed T. Cooper, Toronto.

Issues Bulletin on Labels

Printing of colors on labels is not limited in British wartime packaging, according to a bulletin issued by the Label Manufacturers National Association, whose headquarters are at 1700 Eye

SUPPLIERS WIN EFFICIENCY FLAGS

● Among the war production plants that have been given Navy "E" pennants and the combined Army-Navy Production Award are several manufacturers of printing equipment, many of which have been engaged in high-precision work for the Government since the very start of the defense program.

In a simple ceremony that consumed only a few minutes, Brig. Gen. H. C. Minton and Lieut. C. C. Hewitt presented the Army-Navy "E" to Miller Printing Machinery Company, Pittsburgh, on September 11. The ceremony was broadcast over the loud-speaker system during the regular rest period.

R. Hoe & Co., manufacturer of presses, was given the combined Army-Navy award on September 10 in a presentation at its New York plant. A portion of the ceremonies covered the history of the company in building ordnance equipment for the nation, which dates back to 1847, and includes work during the Civil War, Spanish American War, and World War I.

Mergenthaler Linotype Company has been turning out precision work for the Government for many months, and on September 15 the Army-Navy efficiency flag was given to it in a roped-off block party, with both Army and Navy officers participating.

On that same day the award was also given to Hammermill Paper Company, Erie, Pennsylvania. This was the first award made to a paper mill. The ceremony was witnessed by 1700 Hammermill workers, with Lowell Thomas as master of ceremonies.

For efficiency on naval contracts during the early months of this year, the Miehle Printing Press & Manufacturing Company, and the Goss Printing Press Company, both of Chicago, were given the Navy "E" pennant.

Street, N.W., Washington, D. C. The bulletin stated that the British Ministry of Supply has issued an interpretation of its previous order which indicated that the label could be put through the printing machine twice and in addition could be varnished.

"The present order explains that the limitation of 'twice through the machine' does not limit the number of colors which may be printed in each of the two operations permitted," reads the interpretation by the association.

Lithos Elect Officers

Officers were elected to serve the Eastern Lithographers Association for the year which began October 1 as follows: president, Dudley R. Morean, American Colortype Company; vice-president, George C. Kindred, Kindred, McLean & Company; treasurer, James L. Murphy, Consolidated Lithographing Corporation.

A.T.A. Continues Ad Program

At its sixteenth annual convention in Cleveland in September, the Advertising Typographers Association of America voted to continue its advertising program during the war without substantial change.

Association copy carried in publications in the advertising field for years has been selling the ability, equipment, and integrity of A.T.A. members, listing the full membership in each ad. Direct mail may also be used in the coming year.

Emphasis at the convention was placed on steps to be taken to conserve time and materials, and make equipment last for the duration. Harry L. Gage, vice-president of Mergenthaler Linotype Company, was the featured speaker.

All present officers and directors were elected to serve another term in view of the trying times. E. G. Johnson, of J. M. Bundscho, Chicago, is president.

Intertype Issues Booklet

Intertype Corporation has issued a sixteen-page booklet, titled "Keeping the Eyes of Los Angeles Young," subject matter of which consists of a description of the change of type face by the Los Angeles *Herald and Express*. Copies may be obtained from Intertype Corporation, 360 Furman Street, Brooklyn, New York.

Graphic Arts Campaign Approved

Having received the approval of the War Production Board, committee members are now ready to get the Graphic Arts Victory Campaigns into action. E. W. Palmer had at first refused to give his approval to the plans, which called for a \$100,000 campaign to have the nation's advertisers use more printing, and thus take up the slack in the printing industry.

The program has been changed so that it is now the intention of the committee to help printers and advertising men in the proper use of advertising tagged to the Government public relations jobs. When this unselfish plan was submitted to Mr. Palmer, he gave his approval immediately.

Details of the plan, and information regarding your place in this drive for more business, can be obtained from Edson S. Dunbar, temporary chairman of the committee, care of Crocker-McElwain Company, Holyoke, Mass.

Plastic Lithographic Mat

From the Lithomat Corporation of Boston comes the announcement of two new synthetic plastic mats for direct image and photo-offset work, known as "Lithomat" and "Photomat," these being, it is stated, the result of laboratory research started as far back as 1931. The Photomat is said to be made up of a strong plastic mat, impregnated with synthetic rosins and colloidal chemicals. It can be sensitized with certain chemical solutions, and will receive photographic images. It has the appearance of a heavily coated tympan paper, and is flexible in its use in that it can be handled without fear of spoilage by light up to the time it is sensitized.

Both Lithomat and Photomat are said to be easy to handle. The Photomat, which, as stated, can be handled without fear of spoilage by light up to the time it is sensitized, is sensitized by immersion in a bath solution, after which it is dried. The original copy is photographed, the negative placed over the plate in a vacuum frame and then exposed for the required time before the carbon arc lamps. The mat is then rubbed up with a special developing ink called "Developit," and is afterwards washed out in water to remove the developing ink, except where it remains in the image or exposed portion of the mat which later attracts the printing ink. From this point, the standard developing procedure as used in albumen-coated metal plates is followed.

The Lithomat, which it is said has been widely used for forms, reports, facsimile reproductions, and line drawings which can be copied directly on to the surface of the mat, is said to be flexible and as easy to handle as a sheet of index bristol, and as it is translucent, copy can easily be traced through the mat. Typewriting, sketching, and other artwork, it is said, are done directly on the mat, after which it is clamped on a lithographic press in the usual manner, later procedure also following standard practice.

Plates Not Covered by Ceiling

In order to facilitate disposal of the obsolete electrotypes plates which were ordered scrapped by Order M-99, the Office of Price Administration has excluded these plates from the General Maximum Price Regulation.

Also excluded from the regulation were sales of the lead-tin-antimony backing metal which is obtained when the copper shell is stripped from the electrotypes. This move was made because it was felt that ceiling prices might retard the flow of these metals into war production.

New Prison Paper

The Voice of Soonerland is the title given a new paper published at the Oklahoma State Penitentiary, at McAlester, the first issue making its appearance on June 27, and being dedicated to "the support of America's and the United Nations' war effort until victory is achieved." Among the articles in the first edition is one telling of a group

of fifty young convicts who, taking the name "Fighters, Inc." (Incarcerated), have offered their services to the nation for the most difficult and dangerous assignments in return for their freedom. A two-page layout shows the convict military training program, and other material relates what is being done in the way of producing war materials on the machines in the prison.

Restrict Mailing to Neutrals

Effective September 1, the Director of Censorship has issued an announcement that printed matter addressed to neutral countries of Europe will not be permitted to leave the United States or Canada unless dispatched directly from the office of publication. The ruling applies to newspaper and magazine clippings, also to complete publications.

DEVELOPS GOOD USE FOR OLD NEWSPAPERS



• The oft-heard statement that "nothing is so dead as yesterday's newspaper" has been disproved ingeniously by the Ramsay, Ware Publishing Company, of Melbourne, Australia, by converting old papers into a novel and appealing calendar, inspired by the Australian paper shortage. The transformation, A. F. Ware, director of the company, tells us, was quite a task, involving five colors, and considerable trouble with torn and mutilated sheets. To provide a clear space for the dates, a sizable area in the center of each newspaper sheet was given an application of white ink, which dimmed the original printing. Then lines separating the dates were printed in gray, with names of the days of the week in reverse upon a gray band across the calendar section of the leaf. Date numerals, and the name of the month, were then printed in black, and a heavy blue-black border, allowing for gripper edges on the sides, was printed around the calendar section. One other color is used—red—in which the company's name is printed, appearing in the lower border of the novel calendar. Dimensions are 15¼ by 22 inches.

Two Cuneos, Plus

The death of Frank Cuneo, father of John F. Cuneo, founder and president of The Cuneo Press, was featured in Chicago newspapers because of the prominence of these two members of the Cuneo family. Frank Cuneo, who was born in Chicago, January 6, 1862, was never in the printing business but he made a considerable fortune in the fruit business and in real estate operations and was a factor in starting the Cuneo printing enterprises. His funeral on Monday, September 21, was sufficient reason why the establishment of The Cuneo Press was closed as a mark of honor on that day.

Had it not been for the \$10,000 which Frank Cuneo had loaned to his son, John F. Cuneo, the present business of The Cuneo Press might never have come into being. From that "nest-egg" in 1907, John F. has developed the business whose operations in Chicago, New York City, Philadelphia, and Milwaukee, have been consistently profitable and successful.

Mr. Cuneo, who rarely is interviewed, on one occasion said that his business is the result of the accumulation of profits from his original investment of that borrowed \$10,000. He has also been quoted as having said that his father had started to train him for a business career when he was ten years old. His father had wished John to finish his college course at Yale University, but, at 21, John decided to enter the bindery business as an employee. After six months he saw a chance to go into business for himself.

The deal in 1907 which Frank Cuneo financed for his son John concerned a bookbindery located at Madison and Market Streets known as Jenkins & George. This bindery had become involved in financial difficulties, and John F., then 22 years of age, purchased the business from a creditors' committee for the sum of \$6,600. The balance of the \$10,000 which the father had loaned him was used for working capital.

Thus the bookbinding business of John F. Cuneo Company was started, and it is still operating as a subsidiary of The Cuneo Press, which in its various branches employs approximately 6,000 persons.

Surveys Sales Problem

Questionnaires containing sixteen leading questions and numerous subordinate ones to ascertain facts concerning attitudes of 1500 normal buyers of printing have been mailed to them by the General Printing Ink Corporation, New York City, of which Herbert Kaufman is advertising manager. The persons addressed are among those who have participated in the printing and advertising clinics conducted in many of the leading cities of the country during the past several years by Mr. Kaufman on behalf of his company.

Among things which Mr. Kaufman desires to ascertain is what the addressee normally manufactures or sells; what percentage of time or volume is now spent in doing war work; if volume

of printing has been curtailed during 1942; if so, how much per cent; whether more or less printing is expected in the immediate future; what approximate allocation of advertising budget in percentages for the following types of printing and promotion: direct mail, newspaper advertising, general magazine advertising, trade journal advertising, radio, house-organ; and other forms of advertising. Also the buyer of printing is asked to indicate what type of printing is expected to be purchased in the immediate future, what printing processes are usually employed, what quality of printing is expected, better or cheaper grades of paper, whether the printing is ordered on basis of lowest bidder, and what is expected of the printer and lithographer.

Union Employers to Meet

Methods of negotiating contracts with unions in the printing industry will be discussed at one of the sessions of the annual meeting of the Printers National Association, at Edgewater Beach Hotel, Chicago, October 16 and 17. The discussion will be conducted on a roundtable basis and leaders participating will include George W. Rosenthal, Cincinnati, president of the association; Major Don H. Taylor, New York; Harry Cantrell, Chicago; and A. J. Goodman, New York.

Guest speakers at the various sessions of the meeting will be Dr. John R. Steelman, director, United States Conciliation Service, on "Conciliation of Labor Disputes;" Emily C. Brown, professor of economics, Vassar College, on "Collective Bargaining in 1942;" Wayne L. Morse, public member of National War Labor Board, on "Wage Stabilization Program." Major Taylor will address the meeting on "War-Time Labor Relations," and W. G. Simpson, Louisville, will report on the recently organized Graphic Arts Emergency Council.

Harry O. Owen, Chicago, Max Rosett, of Condé Nast Press, and Lee C. Warden, Philadelphia, will preside at the various sessions.

Wage Increase Recommended

Another increase in the minimum wage rate to apply to the converted paper products industry is recommended by a committee for the industry and a public hearing will be held on the proposal by L. Metcalfe, administrator of the wage-and-hour division of the United States Department of Labor, before action will be taken.

It is proposed that a uniform minimum wage rate of 40 cents an hour be applied to all employees who now are paid 36 to 40 cents an hour, and who were paid prior to June 30, 1941 the minimum rate of 30 cents an hour provided for in the wage-hour law.

The committee representing the industry consisted of 21 members, seven of whom were employers, seven employees, and seven representing the public. Many of the manufacturing operations involved in the converted paper products industry are similar to operations in commercial printing plants.

It's a Quiz

Answers to the following list of questions have appeared in the pages of THE INLAND PRINTER and other sources of information to printers at various times. How retentive is your memory? How many of these questions can you answer without turning to the answers on page 76 of this issue? Give yourself a tryout, then see if you were right.

1—When perforations must be made close to the edge of a sheet, is the rotary or vertical perforator better?

2—How do you account for the fact that the forefinger and thumb are injured less than any other digits of the hand in the printing trades?

3—On which paper is the grain direction more pronounced—that made on the Fourdrinier or on the cylinder machine?

4—What are the usual screen rulings applied to photoengraving? Which are generally considered "coarse" and "fine"?

5—Which five of the following ten words would a good proofreader correct without looking them up in the dictionary?—obedience, abcess, judgement, battalion, tranquility, liquify, harassed, irresistible, quarreled, dissatisfied.

6—Generally, in photoengraving, undercutting is less prevalent in copper than in zinc. True or false?

7—There are more characters to a pica in 12 point Linotype Baskerville than in 12 point Linotype Memphis Medium. True or false?

8—Which way do the top sheets of a pile of paper curl when they are losing moisture? When they gain moisture?

9—What is a good way to figure for equal weights of paper stock? What is the substance weight of 32 by 44 inch size for 25 by 38—140M?

10—To what index would you refer to get references on articles appearing in printing trade journals?

Association Saves Printing Jobs

The Graphic Arts Association of Saint Paul has an interesting report to make regarding its work in saving the printing of Saint Paul high school annuals for Saint Paul printers.

The Association learned early in September that the local high school principals had voted to discontinue the publication of annuals for the duration. The vote had come as a result of the belief that there is a shortage of paper, and that it is patriotic to cut out all non-essential printing.

A committee was appointed to look into the matter and see what could be done. This committee, members of which were W. J. Hickey, chairman, A. N. Grates, Willard Bixby, Gordon Conoryea, Dabney Miller, Carroll Brown, Wyeth Nelson, Al Muellerleile, and Harry Wentz, secretary of the Association, gathered data and then met with Paul S. Amidon, superintendent of schools.

At a meeting of high school principals, called the next day by Mr. Amidon, a statement was read which blasted the theory of paper shortages, and pointed out the fact that if the suspension order was allowed to stand Saint Paul printers and photoengravers would lose approximately 35,000 man-hours of work this year. The statement also mentioned the fact that other cities of a size comparable with Saint Paul were not ceasing publication of high school annuals, and asked the principals to reconsider their earlier action. After having several questions answered, mostly concerning price raises, the assembled principals voted to rescind their action discontinuing publication of the books.

Herbert C. Mackenzie Dies

Herbert C. Mackenzie, former vice-president and general manager of the Eastern department of the Ideal Roller and Manufacturing Company, died September 8 in New York City, at the age of seventy-one. Mr. Mackenzie had been working in printing and the allied trades since he was eighteen years old, retiring from active service last January. He was the son of Colin Grant Mackenzie, a founder of The University Press of Cambridge, Massachusetts.

Jackson Townsend Dead

Jackson Townsend, president of the Wood Flong Corporation, manufacturer of matrices for stereotypes, died in the Mary McClellan Hospital, Cambridge, New York, August 23. He is survived by two sons and a daughter.

Mr. Townsend was born in Robeson County, North Carolina, in 1890, attended the public schools, the Oak Ridge Institute, and the University of North Carolina. Upon graduation he served as chemical engineer for the Pyntree Paper Company in Georgia, and later made a connection as consultant in Cambridge, Massachusetts. In 1915, he became interested in the mat-making business, and in 1929 was elected president of the Wood Flong Corporation, at the time of its removal

from Stillwater, New York, to Hoosick Falls of the same state.

His interest in aiding young men and women to obtain a college education caused him to establish the Townsend Memorial Fund in 1937. He was active in various charitable projects, including the Mary McClellan Hospital, had been president of the Kiwanis Club, and was a director of the Green Mountain Junior College of Poultny, Vermont.

O.P.A. to Hold Field Meetings

Meetings of O.P.A. officials and interested printers will be held in Boston, New York, Philadelphia, Kansas City, Chicago, Detroit, Cleveland, and Washington, beginning October 13, to discuss the new price ceiling. Ask your nearest O.P.A. office for further details.

Answers to It's a Quiz

Here are the answers to the quiz on page 75. How well did you remember the information which you have read from time to time in previous issues of this magazine or have seen elsewhere?

1—Vertical.

2—Because most printers are watching the thumbs and index fingers when they are operating machinery.

3—Cylinder. Fourdrinier papers have more stiffness, and react less than do cylinder papers by variations in moisture.

4—Coarse—50, 55, 60, 65, 85, 100; fine—110, 120, 133, 150, 175, and 200.

5—Abscess, judgment, tranquillity, liquefy, irresistible.

6—True.

7—True. Baskerville has 23 characters to the pica; Memphis Medium 2.07.

8—Paper curls upward when losing moisture; down when gaining moisture.

9—Find the area of the two sheets: 25 by 38 equals 950; 32 by 44 equals 1408. Multiply area of ream of unknown weight by known ream weight: 1408×70 equals 98,560, and divide by area of given weight: 98,560 divided by 950 equals 103.7, or 104 lbs.

10—The Index to Graphic Arts Periodical Literature, prepared by R. Randolph Karch and published by the Educational Commission of the International Association of Printing House Craftsmen.

Philadelphia Ledger Plant Sold

The plant and equipment of the Philadelphia *Public Ledger*, established in 1805, was sold last month at auction. The sale was held on September 15, 16, and 17, disposing of the entire plant, including building, and the most modern equipment for everything from composing room to pressroom. The pressroom equipment capacity was 120,000 thirty-two page papers every hour.

The sale was conducted by Samuel T. Freeman & Company, of New York, Philadelphia, and Boston, under orders of the U. S. District Court for Eastern Pennsylvania. A new company headed by Robert Cresswell, which took over the paper in December, 1940, from the estate of Cyrus H. K. Curtis, became involved in financial difficulties and the corporation was declared bankrupt on March 13, 1942.

Pamphlet Binders Organizing

Believing that an active national trade organization is necessary to help them solve the problems which have been brought to light by the war, pamphlet binders have formed a committee to launch such an organization.

Members of the committee, under the temporary chairmanship of J. Raymond Tiffany, general counsel of the Book Manufacturers' Institute, are H. E. Eckberg, Des Moines, Iowa; George F. Fisher, Hartford, Connecticut; Celia Boehm Forester, Milwaukee; H. H. Kinyon, Columbia, Missouri; O. H. Lane, Boston; A. Lewin, St. Louis; J. R. Madagan, Charlotte, North Carolina; S. W. McDonnal, New York City; Joseph Kinlein, Baltimore; Otto K. Pelz, Cleveland; E. C. Reeder, Montgomery, Alabama; F. E. Rickard, Chicago; William F. Sage, Detroit; Herbert Silvius, Sacramento; Louis D. Weissberger, Philadelphia.

Executives of pamphlet and trade binders are invited to write for information either to the nearest committee members or to the acting secretary, David M. Glixon, editor, Bookbinding & Book Production, 50 Union Square, New York City.

Use Red Cross Slogans

An appeal is being made by the Red Cross to calendar manufacturers and printers to give a wider publicity to the Red Cross drive for next year by including slogans on the calendar pages for next March, which has been designated by President Roosevelt as Red Cross month.

It is hoped by Norman H. Davis, chairman of the American Red Cross, that printers and lithographers will sell buyers of calendars on the idea of using one of the following slogans as part of the copy appearing on the March calendar pages, thus giving valuable aid in the drive for funds, which will be more urgent next year than ever before, in view of the fact that war is raging in so many different parts of the world. The suggested slogans are: "March Your Dollars to the Red Cross," "Remember Your Red Cross This March," "March is Red Cross Month," and "Give to the Red Cross War Fund."



Cottrell shoulders arms

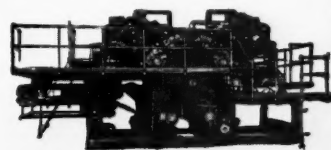
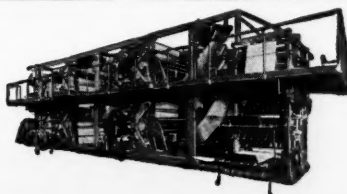
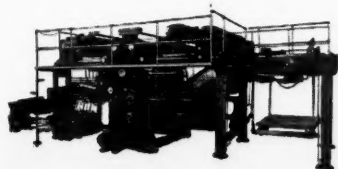


Cottrell plants are devoted exclusively to war work. There is no thought of building any more Cottrell presses until the war is won. Then, and only then, will you see that interrupted press production has not meant interrupted press development. The creative spirit responsible for Cottrell advances through the years has come unscathed through every American crisis

since 1855. It will come through this one—with presses even better than the best Cottrell before Pearl Harbor.

C. B. COTTRELL & SONS CO. *Westerly, R. I.*

New York: 25 East 26th Street • Chicago: Daily News Bldg., 400 West Madison Street • Claybourn Division: 3713 North Humboldt Ave., Milwaukee, Wisc. Smyth-Horne Ltd., Chipstead, Surrey, England.





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DESIGN *for the Times*

These are times for neither Business as Usual nor Design as Usual. The business patterns of yesterday have faded under total war, global war. Momentarily these startling changes seem to breed confusion, very like snarled traffic, but vision and skillful direction swiftly bring order out of chaos. And, on the word of a famous designer, Order is one of the

great fundamentals underlying all Design. "Design for the Times" is the theme of the new WESTVACO INSPIRATIONS FOR PRINTERS, NUMBER 137. It is filled with unusual, inspiring ideas for using Design to get better results with printing and paper under the difficult conditions of to-day. Tell your printer to make sure you get No. 137 . . . better call him now!

WEST VIRGINIA PULP & PAPER COMPANY New York Chicago Philadelphia San Francisco

PRINTERS OF AMERICA! Buyers of printing will see this insert, with copy exactly as shown above, in the November issues of a group of advertising magazines. Be ready to supply copies to all who request them. A supply of Westvaco Inspirations for Printers No. 137 will be sent you by your Westvaco Distributor on request.

TRAFFIC—Pain



Insp



TRAFFIC—Painted by Peter Helck

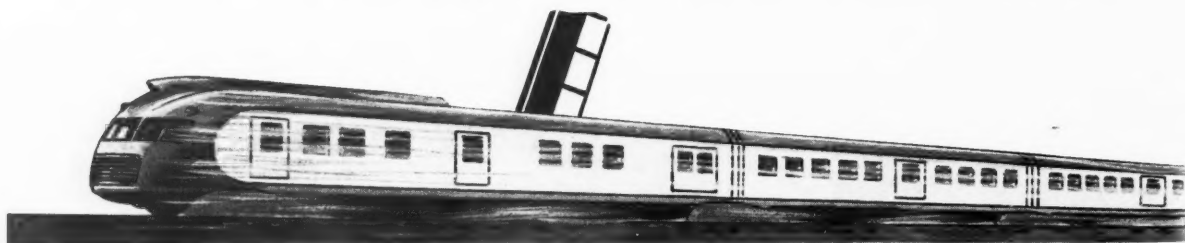
WESTVACO

Inspirations for Printers Number One Hundred Thirty Seven

timed to meet deadlines . . .



It takes timing, organization, skill to make by trained men who know "impossible" deadlines. But SUPERIOR engraving needs; Photo-En- has what it takes. From layout and graving at its best; Ad Com- photographs to completed ad, our position that completes a job 5-PHASE SERVICE follows through, you'll be proud of! No wonder speedily and efficiently. One organ- SUPERIOR 5-PHASE SERVICE, ization does the whole job. Art tried once in an emergency, wins us work with an eye toward engrav- life-long friends. Day and night shop. ing requirements; Photography that pictures your product **SUPERIOR ENGRAVING CO.** RIGHT; Photo-Retouching 215 W. Superior St. • Chicago • SUPerior 7070



IT'S TIME

YOU HAD WINTER ROLLERS

Yes . . . high time. Don't wait another day. Order AMERICANS now. Old King Winter can't faze them . . . for we've given them a special cold weather stamina that fits them for topnotch performance clear through 'til Spring. Try them. Order yours today.

AMERICAN ROLLER CO.

1342 N. Halsted St. Chicago, Ill.
225 N. New Jersey St. Indianapolis, Ind.
1531 Branch Street St. Louis, Mo.

Stop Offset Trouble!

Send today for our new bulletin, "10 Ways to Avoid Offset." 14 pages of valuable hints for the pressman—how to improve presswork—save money—by stopping Offset trouble



E.J. Kelly Co.
1836 N. Picher St.
KALAMAZOO MICHIGAN

War Takes ESTIMATORS!

Learn HOW by mail in 25 Lessons



More Printing Estimators are needed. Military service draft causing vacancies. Our 25 lesson course includes personal coaching and 3 bound books—actual production records on composition, press work and bindery operations. Thorough training means better jobs. *Prepare!* Write today for details about easy method of paying as you go.

JACK TARRANT SCHOOL OF ESTIMATING

Dept. 5, 105 W. Monroe St., CHICAGO

THE LESSON YOU LEARN FROM *Experience*

**ADENA
HALFTONE
OFFSET**



First—a strong, white stock that "delivers the goods" in any direct mail campaign or for many other purposes.

Second — always dependable . . . always reasonably priced.

Remember, experience is a good teacher . . . take advantage . . . avoid the costly lessons you learn from experiments.

Greeting Card Papeterie...

Embossed and Decorated

Save money by shipping via Miami Valley Shippers Ass'n.



CHILLICOTHE PAPERS

A BUY-WORD FOR HIGH-GRADE

THE CHILLICOTHE PAPER CO.
Chillicothe, Ohio

MAKERS OF QUALITY OFFSET, LITHOGRAPH AND BOOK PAPERS

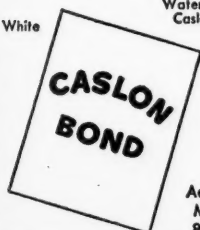
This is the Answer

The Munising Pak ★ a sturdy one-piece container
★ space for your label which is there at re-order time ★ It saves time
★ eliminates waste
Convenient ★ Compact ★ Clean ★ easy-to-open
★ and easy-to-close
Your customers will like it

The Munising Paper Co.
135 S. La Salle St., Chicago

THIS IS THE *Sheet*

White



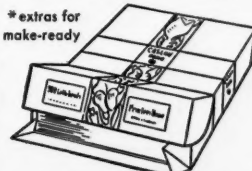
Watermarked
Caslon Bond

Accurate
Mill Cut
8 1/2 x 11

The AAA buy for letterheads and forms

THIS IS THE *Box*

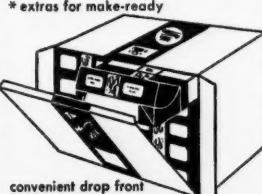
Contains 500 plus sheets*..fits the desk drawer and stockroom shelves ...has utility value when empty...



*extras for make-ready
Reversible label (in slot) carries your name

THIS IS THE *Pak*

Contains 10 boxes, a total of 5000 plus sheets.* The Pak makes a dust-proof delivery or storage unit...



*extras for make-ready
convenient drop front

Buy as a UNIT ★ Sell as a UNIT ★ Caslon Bond PACKAGED Printing

Please Mention THE INLAND PRINTER When Writing Advertisers

CHALLENGE MEETS CHALLENGE



★ Everything we have and hold dear has been challenged! Our foes believe they can crush us before we can produce enough planes, tanks, guns, and ships to stop them.

American industry has accepted this challenge; and as one cog in a mighty machine, The Challenge Machinery Company is going full tilt to supply precision equipment needed by builders of aircraft, ordnance, and other war materiel.

That must come first! But it cannot black-out a half-century of business relations in the graphic arts field.

For the duration, Challenge will do everything possible to maintain its service to customers and dealers—to furnish necessary replacement parts—and to deliver essential equipment to American printers, publishers, typesetters, and binders. All emergencies will be met as quickly and completely as conditions will permit. Meanwhile, engineering development will continue to devise improved products for the future.



THE CHALLENGE MACHINERY CO.

Main Office and Factory:
GRAND HAVEN, MICH.



Eastern Sales Office:
50 Church Street, NEW YORK

Send your tons of scrap iron and steel to fight for freedom. Use the . . .



FOR FULL DETAILS, WRITE

MILLER PRINTING MACHINERY CO.
PITTSBURGH, PA.

AMERICAN BLUE BOY



5 WHEEL BLUE BOY
MODEL 5

9.90

6 WHEEL BLUE BOY
MODEL 6

11.90

FOR
BANG-UP
JOBS AND
AUTOMATIC
PRECISION **"BLUED LIKE A GUN!"**



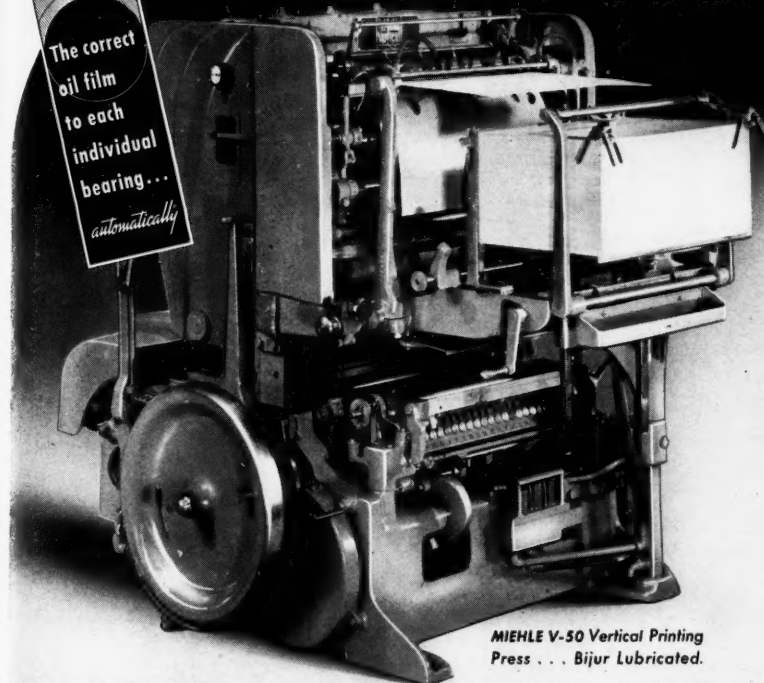
AT ALL BRANCHES AMERICAN TYPE FOUNDERS

AMERICAN NUMBERING MACHINE CO.

ATLANTIC AND SHEPHERD AVES., BROOKLYN, N. Y.
BRANCH—105 WEST MADISON STREET, CHICAGO, ILL.

high speed made PRACTICAL!

The correct
oil film
to each
individual
bearing...
automatically



MIEHLE V-50 Vertical Printing
Press . . . Bijur Lubricated.

High speed is kept in proper balance with machine efficiency . . . It is combined successfully with quality of output and low cost of production and maintenance . . . when the machine is BIJUR-equipped. Insure better work and more of it—with Bijur automatic "metered" lubrication!

BIJUR LUBRICATING CORPORATION
LONG ISLAND CITY • NEW YORK

1411

BIJUR
AUTOMATICALLY *Correct* LUBRICATION

INKS FOR SHARP IMPRESSIONS
In Litho-Offset and Printing
FOR METAL DECORATING • Get Varnishes, Dryers, too, from
GAETJENS, BERGER & WIRTH, INC.
35 YORK ST., BROOKLYN, N. Y.—538 S. CLARK ST., CHICAGO

ENGDAHL BINDERY
Edition Book Binders
"Books Bound by Us Are Bound to Satisfy"
1056 WEST VAN BUREN STREET
CHICAGO, ILLINOIS Telephone Monroe 6062

MEGILL'S Spring Tongue
Patent GAUGE PINS



QUICK ON . . . The universally popular Gauge Pin. \$1.80 dozen, with extra Tongues. Reg. U. S. Pat. Office

MEGILL'S GAUGE PINS
FOR JOB PRESSES

Insist on Megill's Gauges, Gauge Pins, Gripper Fingers, etc. The original—and the best. Circular on request. Sold by dealers.

THE EDWARD L. MEGILL COMPANY
763 Atlantic Avenue
Brooklyn, New York
The Pioneer in 1870

MEGILL'S Original Steel
Pat. GAUGE PINS



A handy Gauge Pin made with 12 pt., 15 pt., or 18 pt. head. Adjustable. 75c a doz. for either size.

Huronette PLATE FINISH, BLEACH WHITE, TAG, BRISTOL, COVER



A tough, economical stock, ideal for letterpress, lithography and letterpress printing:

TAG — Two sizes, nine weights.
BRISTOL — 22½ x 28½ — 100 lb.
COVER — Three sizes and two weights.

WRITE FOR SAMPLES AND COMPLETE INFORMATION

PORT HURON SULPHITE & PAPER CO.
CHICAGO MILLS: Port Huron, Michigan BEREA, OHIO
SAN FRANCISCO NEW YORK

Please Mention THE INLAND PRINTER When Writing Advertisers

CLASSIFIED BUYERS' GUIDE

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BRONZING MACHINES

MILWAUKEE BRONZERS — for all presses. Some rebuilt units. C. B. Henschel Mfg. Co., Milwaukee, Wis.

CALENDAR PAD PLATES



USE READY-TO-PRINT
CALENDAR PAD PLATES
318 sizes and styles of ready-to-print calendar pad plates—modern and old favorite designs in yearly, three-at-a-glance and single month, made any size to fit any purpose such as club rosters, calling cards and blotters.
ALMANACS: Authentic, authoritative and accurate. Weather forecasts and moon phase information in manuscript form. Write for catalog. Enclose 25c which will be credited to first order.

THE FRANKLIN COMPANY 324 WEST
YAN BURLEN CHICAGO

CALENDARS AND CALENDAR PADS

WHOLESALE CALENDARS to printers. Do your own imprinting. Advertising Novelties, Fans, Book Matches. Write for particulars. Fleming Calendar Co., 6540 Cottage Grove Ave., Chicago, Ill.

• **Closing Out Over Two Million Calendars and Sheet Pictures** at exceptionally low prices. Write or wire Pioneer Calendar Specialty Company, 166 E. Jefferson, Detroit, Michigan.

Largest assortment of Pads. Best selling line of Art Blotters. Write for catalog in which you are interested. Orders filled immediately.
JOSEPH HOOVER & SONS CO.
MARKET AND 49TH STS. PHILADELPHIA, PA.

CALENDAR PADS—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Wiebush Calendar Imptg. Co., 109 Worth St., New York, N. Y.

COMMENCEMENT INVITATIONS

COMMENCEMENT INVITATIONS and engraved stationery. Samples with discount to printers. Siegrist Engraving Co., 924 Oak St., Kansas City, Mo.

CHASES: STEEL

ELECTRIC WELDED SILVERBRIGHT
STEEL CHASES
with oversize inside measure for
STYLES AND SIZES ON REQUEST
SANDBLOM STEEL CHASE CO.
420 S. Clinton St. Chicago, Ill.

FOR SALE

• **For cash the following equipments:**
1 Harris 22 by 34 offset press with motor and controller \$2,000; 1 Harris 14 by 19 offset press \$400; 1 F & L grain machine and motor \$390; 1 Baum folder 21 by 28 \$375; 1 Morrison stitcher \$370 with motor; 1 Wright perforator 30 inch with motor \$290; 1 Wesel Camera 24 by 24 with copy board and carriage \$190; 1 19" Levy circular screen 133 line \$395; 1 18" Varityper almost new \$195. 200 used zinc plates 25 1/2 by 36 @ 30¢ each. 10 steel skids 24 by 36 @ \$4.00 each, developing trays and chemicals. All prices f.o.b. shipping point.
Address Box O 486, The Inland Printer.

• **A Complete Photo-Offset Department** with a Harris 22x34 press worth \$10,000 is offered in exchange for \$2,000 cash and an \$8,000 interest in an offset plant or an enterprising printing plant desiring to add offset or enlarge their present facilities. Equipment is available with or without my services. Address Box O 564, The Inland Printer.

• **Fully Equipped Printing Shop.** Including Monitor Punch, Foot Perforator, Chandler and Price Craftsman cutter, Rice Unit, Kelly Press, etc. Established 11 Years. Monthly Receipts about \$1,000. Selling because of death. Address P.O. Box 1647, Tulsa, Oklahoma.

• **New 1942 Catalogue Free**—Type, Machinery, and Supplies. Missouri-Central Type Foundry, Wichita, Kansas.

FOR SALE

ELLIOTT STENCIL CABINET
• **One 100-tray steel Elliott Cabinet**, approx. 60x32x18, complete with trays for sale by owner. Excellent condition. Name your best cash offer f.o.b. our door, Chicago. Address Box O 567, The Inland Printer.

• **Willing but not forced to sell** Model 322, 22 by 28 Baum Folder and Air Pile Feeder having made less than one hundred thousand folds. McMillan Printing Co., 13 W. Front St., Monroe, Mich.

• **Bindery Selling Out Complete Shop** Consisting of wire stitchers, embossing presses, cutters, eyeletting machines, etc. Pioneer Calendar Specialty Company, 166 E. Jefferson, Detroit, Mich.

• **Small printing plant** in N.E. Penna. doing good bus. Material, machines in A-1 cond. Owner retiring due to age. Bargain. Sale or lease. Get details—write Box O 562, The Inland Printer.

• **Bookbinders' Machinery**—New model National book sewing machines; also rebuilt machines. Write for particulars. Joseph E. Smyth Co., 720 So. Dearborn St., Chicago, Illinois.

• **Mont. Weekly**—exc. eqt.; Model 8, 2 jobbers, newspaper press, etc. \$7,500 gross; contracts exceed \$6,000 cash price; \$6,500, half cash. Box O 566.

• **Trade Composition Plant** fully equipped going concern, for sale due to owner's death. Sacrifice. 608 S. 24th Street, Harrisburg, Penna.

• **For Sale**—36-inch New Model Cutter; rebuilt and fully guaranteed. Address Box O 405, The Inland Printer.

HELP WANTED

• **Monotype Combination Operator** who can also work on floor wanted by plant in middle western city. We have two casters and two keyboards. Chance for good man to become foreman later. Must be high grade man. Box O 565, Inland Printer.

Masterline
PAPERS FOR BUSINESS
FOX RIVER PAPER CORPORATION • APPLETON, WISCONSIN

BONDS
LEDGERS
ONION SKINS

IMMEDIATE DELIVERY ON
Rouse Band Saws, Power Mitring Machines, Lead and Rule Cutters, Composing Sticks, Hand Mitring Machines, Sennett Positive Assemblers, and many other Rouse time-savers.
SEND FOR COMPLETE LIST NOW.
H. B. ROUSE & CO. 3220 N. Wayne Ave. Chicago, Ill.

HELP WANTED

OPPORTUNITY FOR LITHOGRAPHIC LETTERPRESS PRODUCTION SUPERINTENDENT

A large, successful, financially sound progressive printing organization has a permanent position open for a plant superintendent between the ages of 30 and 50 to direct one of its lithographic letterpress production plants located in one of the major printing centers in the Middle West, and specializing in manufacture of office forms and employing approximately 175 people. Ability to build and maintain high standard of employee relations and at the same time high efficiency is essential.

A real opportunity with an organization which occupies a strong position in its field.

Those interested—who feel they can qualify—are requested to address a preliminary letter briefly outlining their qualifications, which letter will bring a reply with full information about the company and the position and an invitation to the man to supply the full facts about himself and his experience. **All discussion strictly confidential.** Address Production Superintendent Position, United Typothetae of America, 719 Fifteenth Street, N.W., Washington, D. C.

MECHANICAL OVERLAY PROCESS

Leading Printers and Publications
Now Use **COLLINS**

CHALK RELIEF OVERLAYS FOR ALL HALFTONE MAKEREADY

Great improvements over slow hand-cut Overlay method. Low cost, saves time, improves quality. Apply on company letterhead for free instruction books and prices.

A. M. COLLINS MFG. CO. 225 Columbia Ave. Philadelphia, Pa.

MOTORS & CONTROL EQUIPMENT

CLINE ELECTRIC MFG. CO., Cline-Westinghouse Motor and control equipment for printing machinery. 211 West Wacker Dr., Chicago, Ill.

(Continued on Page 88)



from dilemma ... to delight



with

PERFECTION

Flat Gummed Paper

Trying to select a gummed paper that possesses all the requirements for printing high grade labels, stickers or seals can be a difficult and puzzling task. Here's a suggestion. Specify Perfection Flat Gummed Paper and thus be sure of a gummed stock that measures up in every way. It gives you:


- Perfect Flatness
- Better Gunning
- Better Printing Surface
- Better Color

Wide Selection (10 whites, 25 colors)

Ask your paper merchant for free sample book of the Perfection line or write direct to us.

Paper Manufacturers Co.
PHILADELPHIA • P.A.





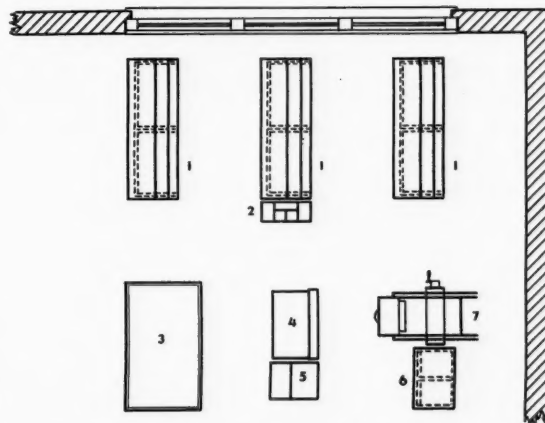
Time

IS A PERISHABLE COMMODITY

★ In nearly every composing room work hour there are many unprofitable minutes. These unprofitable minutes are due to many reasons but chiefly to

1. Bad arrangement of equipment.
2. Insufficient quantities of materials.
3. Lack of storage facilities for materials and work in process.

These unprofitable minutes cannot be charged to the job or the costs will be too high. They come out of the profits. Hamilton equipment offers the answer to most composing room problems involving arrangement and storage facilities. Ask your Hamilton dealer today for helpful suggestions to save those wasted minutes that ruin the profits.



1. Composing Room Cabinets. 2. Auxiliary Cabinet. 3. Imposing Tables. 4. Work Bench and Storage Cabinet. 5. Chase Racks. 6. Cut Storage Cabinets. 7. Proof Press.

Hamilton

MANUFACTURING COMPANY • TWO RIVERS, WISCONSIN

Please Mention THE INLAND PRINTER When Writing to Advertisers

CHICAGO ROLLERS

are a

good investment!

They are durable!

and economical!

CHICAGO ROLLERS

CHICAGO ROLLER CO.

PRINTERS BLDG.

732 Sherman Street
CHICAGO, ILL.

"The Longer You Use 'em
The Better You'll Like 'em"

The nation, the printing
industry and the printer,
all benefit under the ...



FOR FULL DETAILS, WRITE
MILLER PRINTING MACHINERY CO.
PITTSBURGH, PA.



... stands for Years
Of service and smiles
That KIMBLES will give you
They lead all by miles.

Motors by KIMBLE

Distributed by AMERICAN TYPE FOUNDERS
Branches and Sales Agents in 25 Cities

THE INLAND PRINTER

Volume 110 • October, 1942 • Number 1

PUBLISHED MONTHLY BY TRADEPRESS PUBLISHING CORPORATION

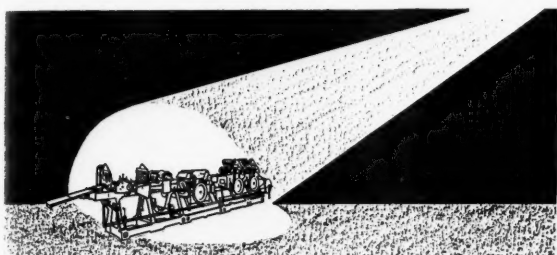
Horace T. Hunter, President
John R. Thompson, Vice-President and Treasurer
J. L. Frazier, Secretary

309 WEST JACKSON BOULEVARD, CHICAGO, ILL., U. S. A.

SUBSCRIPTION RATES

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For Canada and Newfoundland, one year, \$4.50; two years, \$8.00; three years, \$11.50. Single copy, \$0.45. These subscriptions and remittances may be sent in Canadian funds to The Inland Printer, Terminal A, P. O. Box 100, Toronto, Ont.



A "Variety Headliner" in the Printing Field

The New Era Multi-Process Press earns top billing with its users. One big reason is the variety of printed forms it makes possible—tickets, labels, zig-zags, match-book covers, snap-outs, to mention only a few.

A New Era Press prints any number of colors either at the top or bottom of web up to 8,000 impressions per hour. Can feed variable sizes in multiples of 1/16" and any width paper. It's versatile, too, in the way it can number, slit, punch, perforate, rule, cut and crease, delivering the finished product cut-off, re-wound or zig-zag folded. It takes in its stride the exacting daily punishment of high speed operation.

While Repair Parts and Machine Service are available to present New Era users, priorities alone govern the building of presses. No interruption, however, is being made in New Era's engineering research.

NEW ERA MANUFACTURING COMPANY

379 Eleventh Avenue, Paterson, New Jersey

NEW ERA MULTI-PRODUCT PRESS

⊕ 130

ROTARY PRESSES

for Lithographers, Printers, and Newspaper Publishers. Also Presses for Folding Box Manufacturers.

Tell Us Your Requirements

WALTER SCOTT & CO., Plainfield, N. J.

AMSCO CHASES

ELECTRIC-WELDED • SQUARE AND TRUE • ABSOLUTELY GUARANTEED
SOLD BY ALL DEALERS • SEND FOR BOOKLET

AMERICAN STEEL CHASE COMPANY

31-31 Forty-Eighth Avenue, Long Island City, New York



The Kid tells Pop about numbering for profit

• "Hi-Pop—how many kinds of numbering jobs can you think of?"

★ "Probably forty or fifty."

• "I can read you eighty-three."

★ "Where did you get that list?"

• "In a book called 'Numbering for Profit'."

★ "Where'd you get it?"

• "Where'd you think? Wetter, of course."

★ "A good guide to sales opportunities for printers."

• "You bet. We ought to tell the boss and help him get some more business."

★ "And we can do it well."

• "Why?"

★ "Because all our numbering machines are Wetters."

• "Which means what?"

★ "We number better with a Wetter."

• "And make money to buy more War Bonds."



WETTER NUMBERING MACHINE CO.

ATLANTIC AVE. & LOGAN ST., BROOKLYN, N. Y.

Sold by all dealers and branches

AMERICAN TYPE FOUNDERS

⊕ 3034

When Writing These Advertisers, Please Mention THE INLAND PRINTER

The

OCTOBER, 1942

Volume 110 • Number 1

Inland

Printer

• • The Leading Business
and Technical Journal of
the World in the Printing
and Allied Industries • •

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J. L. Frazier, Editor and Manager **Harold R. Wallace, Associate Editor**
Frank Easter, Promotion Manager **H. Goodenow, Circulation Manager**

Western Advertising: Donald T. Sutte, 309 West Jackson Blvd.: Chicago
Eastern Advertising: William R. Joyce, 522 Fifth Avenue, New York City
Pacific Coast Representative: Don Harway & Company, 816 West Fifth St., Los Angeles

THE INLAND PRINTER, October, 1942, Volume 110, No. 1. Published monthly by Trade-press Publishing Corporation, 309 West Jackson Boulevard, Chicago, Illinois (Eastern Office, 522 Fifth Avenue, New York City). Subscription is \$4.00 a year in advance; single copies, 40 cents. Canada, \$4.50 a year; single copies, 45 cents. Foreign, \$5.00; single copies, 50 cents. Entered as Second-class matter, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879.

All manuscripts should be accompanied by adequate postage for their return. THE INLAND PRINTER assumes no responsibility for unsolicited contributions, except to accord them courteous attention and ordinary care.

Member Associated Business Papers • Member Audit Bureau of Circulations
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CLASSIFIED BUYERS' GUIDE

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PHOTOENGRAVERS' MACHINERY & SUPPL.

THE DOUTHITT CORPORATION, 650 W. Baltimore Ave., Detroit, Mich. Complete plate making equipment for lithography and photo-engraving. Cameras, Whirlers, Printing Frames, etc.

PHOTOENGRAVINGS

THE VERY FINEST GUARANTEED QUALITY

COPPER or ZINC

HALFTONES and ETCHINGS
COLOR and PROCESS PLATES

SAVE UP TO 70 PERCENT

UNION MADE 49th YEAR

WRITE FOR NEW LOW PRICES

STAFFORD ENGRAVING CO.

STAFFORD BUILDING - INDIANAPOLIS, INDIANA

PRESSES: ROTARY PRINTING

DUPLEX PRINTING PRESS CO., rotary and flat-bed web presses; stereo, and mat machinery. Battle Creek, Mich.

PRINTING SCHEDULES

The **FRANKLIN PRINTING CATALOG** can pinch hit for trained help called to the colors. Any alert employee, with the help of the Catalog, can place a profitable selling value on any printing order. Write today for details of trial order plan and learn how you may try out this Service.

PORTE PUBLISHING COMPANY

Salt Lake City, Utah

RAISED PRINTING: COMPOUNDS FOR

Keep 'Em Flying! and Your Customers Buying

**Raised Printing at Its Best!
Hard, Flexible and Permanent!**

Embossograph Compounds will prove a revelation to you. Just Try! You'll Buy! 1/4 lb. sample any one kind, 25c.

Machines \$100 upward.

25 years' experience at your service.

The Embossograph Process Co., Inc.
251 William St. New York, N. Y.

RUBBER PLATE MATERIALS & TOOLS

LOOK FOR THE T-I-P-I TRADE MARK

T-I-P-I

REG. U. S. PAT. OFF. 314445

RUBBER PRINTING PLATES AND CUTTING TOOLS

SOLD BY LEADING PRINTERS SUPPLY DEALERS
USED BY LEADING RUBBER ENGRAVERS

T-I-P-I CO. 1000 BROADWAY KANSAS CITY, MO.

SITUATIONS WANTED

Composing Room

• **Lino-Intertype Machinist-Operator.** Expert; 1-10 machines. Unlimited (20 years) metropolitan experience; exceptional machinist and producer. Union-unorg. New England-East pref. Stedman, 166 Cedar St., Cliffside, N. J.

• **Proofreader-Ptr.**—35 years shop and office; best plants. Steady. Good health. Wish pers. interview. Box O 525.

TYPEFOUNDERS

MISSOURI-CENTRAL TYPE FOUNDRY, the big type foundry of the West. Free catalog, Wichita, Kansas.

THE BAUER TYPE FOUNDRY, INC., 235 East 45th Street, New York, N. Y. Producers of fine type faces.

WIRE

SPECIFY PRENTISS STITCHING WIRE —Backed by eighty years of wire drawing experience. Supplied on spools or in coils. SOLD BY LEADING DEALERS EVERYWHERE.

Specialists serve best...



For invasion raids...

THE COMMANDOS

For better presswork...

CROMWELL SPECIAL PREPARED TYMPAN

There is no question about the ability of Cromwell Special Prepared Tympan to help you win the battle for better presswork at lower cost.

HARD AND UNIFORM—Cromwell Tympan has a hard surface ideally suited for use with hard packing. Uniform within .001 inch in thickness, it simplifies makeready, assures sharp, clean impressions.

STRONG—Cromwell Tympan will not give or stretch; remain taut throughout the run; will not tear loose from the clamp and thus damage plates, type or gears.

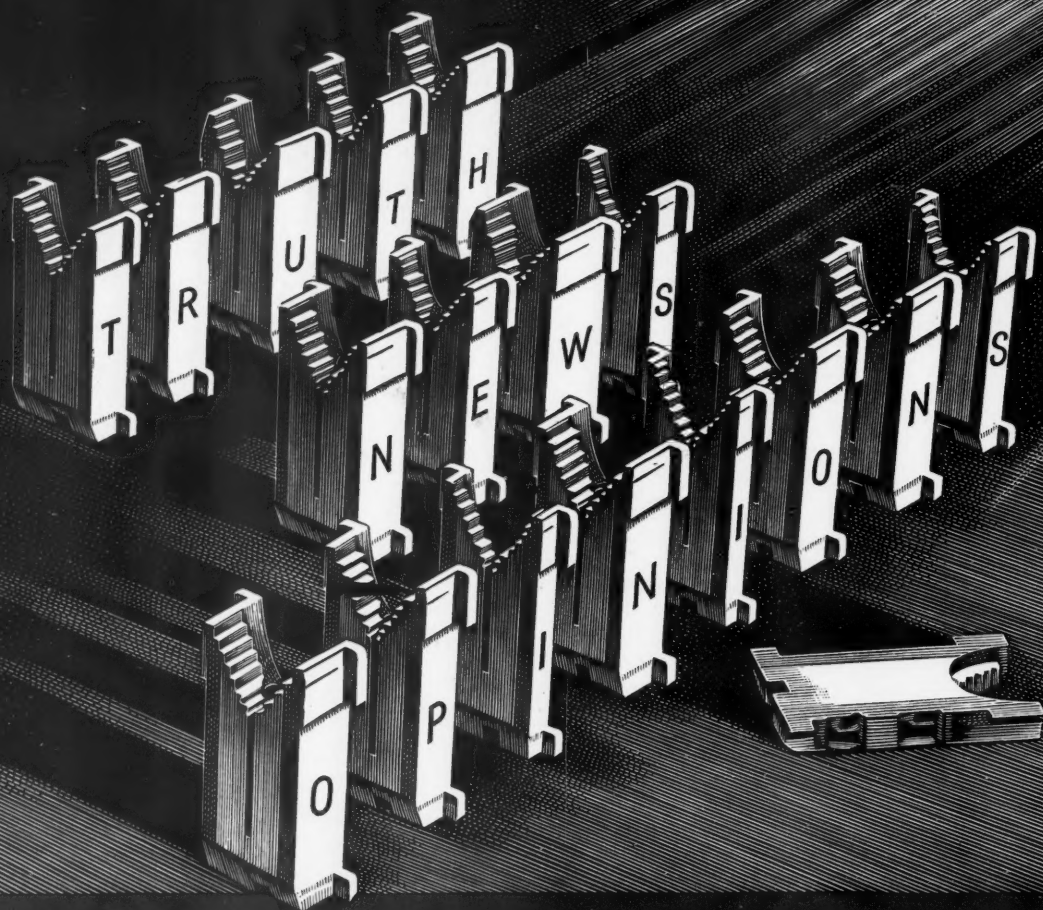
MOISTURE-PROOF—made moisture-proof by a secret process, Cromwell Tympan protects packing and overlays from changes in humidity and temperature; saves makeready time.

OIL AND SOLVENT-PROOF—Cromwell Tympan is impervious to oil and ink solvents; can be readily cleaned without danger of the cleaning medium penetrating to the overlays.

Call your local distributor today and ask about Cromwell Special Prepared Tympan. Supplied in rolls or sheets accurately cut to fit any high speed press.

The Cromwell Paper Co.

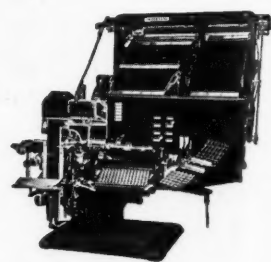
4801-39 S. WHIPPLE ST.
CHICAGO, ILL.



SEEDS OF FREEDOM

PRINTING has been, is, and will be the greatest single factor in promoting mankind's steady advance to all the freedoms. Let others build the ingenious conveniences and appliances which are the physical expressions of man's improving lot. Yours is the high calling of building human knowledge and understanding,

which make all of these possible. Only America's wise heritage of a press that is free to print truth, and honest expressions of opinion—whether some like them or not—insures understanding which can guide knowledge to victory against aggressors, and against the enemies of want, and of fear.



SOLDIERS OF FREEDOM

• It is Intertype's high privilege to aid in cutting the time and cost of getting words to presses. During the war we are cooperating to keep all Intertypes in perfect condition... and when peace comes will have important advances ready to render further and greater aid. Ask for a copy of "Your Intertype in Wartime." **INTERTYPE, Brooklyn**